# AUTOMATIC WORLD

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## Don't Put All Your Eggs In One Basket!

The investments of a shrewd operator are usually diversified—varied. Some may be highly profitable though speculative. Others may be conservative and yield less—BUT—these are the ones counted on for a steady income.

### It's the Same With Vending Machines

Amusement machines bring in big returns—for a while. Then new machines come out—old models die out—the public tires quickly and looks for new ones again. This is the time when you should have a reserve of merchandise machines on location with a steady year 'round income-producing item to rely on.

FILL YOUR MACHINES WITH

## ZENOBIA PURE WHITE

ROASTED AND SALTED

## PISTACHIO NUTS

Graded especially for vending machines. They are finest quality—carefully selected and deliciously roasted and salted. Everyone likes them. Large quantity per pound allows giving generous portions and earning fine profits.

**ZENOBIA PURE WHITE PISTACHIOS ARE THE LEADING PISTACHIO SELLERS IN VENDING MACHINES ALL OVER THE COUNTRY**

We are the OLDEST AND LARGEST Pistachio house in America. It is impossible for you to buy Pistachios at lower prices than ours except on cheaper grades. We only handle the best.

Send for 25 or 50 pounds at our EXCEPTIONALLY LOW NEW PRICE.

Terms: $3 with Order—Balance C. O. D., F. O. B.—New York

## Zenobia Co., Inc.

**165 Hudson Street** **New York City**


October 1932

# Still They Come!

Orders for MASTERS are increasing in number every month. There's only one answer. The registered trade-mark "MASTER" is the operator's guarantee of superior vending machines with every feature protected by patents.

## MASTERS MAKE MORE MONEY

▲

## ...these features

### *Appeal to the Operator*

Simple and strong mechanisms. Easy to operate.

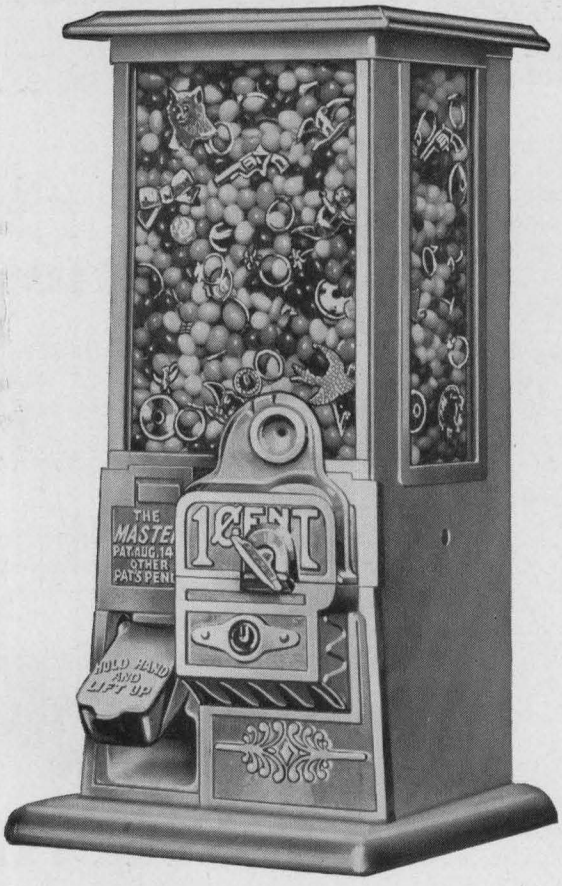
New, improved adjustable vender to vend Pistachio Nuts and other irregularly shaped merchandise.

No globes to break. Glass easily cleaned or replaced.

Handsome, durable cabinets. Sanitary porcelain enameled base.

Appearance and performance gets and keeps best locations. Never idle. Work very day in the year, vending one of many confections.

▼




## GET IN ON THESE MONEY MAKERS

The "MASTER" Novelty Vender vends more different kinds of merchandise than any other machine without buying or installing new parts. You can't lose. You are bound to make money with Masters.

### NEW PENNY 8-COLUMN SLECTIVE CANDY VENDER

Capacity 160 Packages. Write Today for Full Information!

## The Norris Manufacturing Co.

Columbus Ohio

In Canada
**Bergstrom Sales Co.**
ESTEVAN, SASK.

**W. J. C. Vending Co.**
167 Canal Street
NEW YORK CITY

**M. T. Daniels**
1025-27 University Avenue
WICHITA, KAN.

OTHER DISTRIBUTORS LOCATED IN PRINCIPAL CITIES

# Eastern Section

AUTOMATIC WORLD takes great pleasure in presenting the coin machine industry of the East, to America through the next several pages that follow. In this issue there is appearing more Eastern advertisers than has appeared in any single issue of any journal lately. Hats off to the Eastern boys.

## Greater New York Operators Association Functioning

THE Greater New York Vending Machine Operators Association, Inc., is functioning quite smoothly and from all indications in evidence, a bright future is promised for all members. Their offices are located at 50 Court street, Room 607, Brooklyn, N. Y. Their membership is firm and growing. This organization is on its toes, ready at all times to defend its rights which is the duty of any live association.

We asked Mr. D. Baron for some information regarding the Greater New York Operators Association and he replied to us in a most friendly manner. We believe our readers will appreciate reading Mr. Baron's letter so we present it below. The letter was received by our office on September 13.

"I have here your request for news items of our Association. I am submitting herewith certain data which you no doubt will be able to re-arrange to make it fit for publication.

"However, let me first express my gratitude for your interest in our organization. I shall be glad from time to time to submit such matter that may be of interest.

"Our organization has been functioning quite smoothly since its reorganization. It was originally organized when the Lark machines appeared in the market. It now functions in all five boroughs of the city. There are two separate locals, one in Brooklyn and one in the Bronx. We have in a great measure succeeded in eliminating all unhealthy conditions, such as competition amongst operators, racketeering elements that preyed upon the legitimate operators. We are working together with the Jobbers Association and have obtained real cooperation from them. The jobbers no longer sell directly to any store keepers, neither do they sell single keys to anyone unless the party is known to them. In this way we hope to discourage high jacking of machines.

(Continued on page 6)


Look at - - -
These - - - -
PRICES - - - !

★ **100 Mills Front Venders**
Reserve and Free Play features. Factory built. Serials 249,000 up ..... **$35 EACH**

★ **50 Mills Side Venders**
Reserve Jack Pots. Free Play. Factory built. Serials 230,000 up ..... **$30 EACH**

★ **25 Jennings Victorias**
Double Jack Pot with Free Play. Serials 105,000 up.... **$50 EACH**

Also New York Headquarters for All the Latest Pin Games

**King Tut—Looney—Goofy and all the others at lowest prices** ★

Exclusive New York Distributors PURITAN VENDORS and WAY-RITE Scales

Order with full confidence and be assured of lowest prices and finest service.

**Modern Vending Company**

**656 Broadway** **New York, N. Y.**

# SQUIRLY

## New-Improved-the Fastest-Squirliest-BIGGEST—Money Maker You Ever Saw!

**SPECIFICATIONS**

SIZE: 30" long, 16" wide, height, front, 6⅞"; back, 8¾". Expertly made—beautiful cabinet work. Brilliantly colored pockets on beautiful gold playing surface. A. B. T. slug proof coin slot. Easy action all brass plunger. A speedy, flashy, money-earning game with a great name—SQUIRLY.

**A GUARANTEE THAT MEANS SOMETHING**

Test SQUIRLY in any location alongside any other amusement machine for seven days and if it doesn't beat all earning records hollow, you can send it back for immediate refund. An amusement machine is only as good as its MONEY MAKING ABILITY. We KNOW Squirly will amaze you—that's why we give you this unconditional guarantee.

**1c or 5c Play**

| | |
|---|---|
| Sample | $16.50 |
| Lots of 5 | $15.50 |
| 10 or more | $14 50 |

**Tax Included**

**1-3 Deposit, Bal. C.O.D.**
**Steel Stands $2.00**

**YOUR OWN EXPERIENCE WILL CONVINCE YOU**

Nothing we can say about SQUIRLY will equal your own enthusiasm when you actually see it—and above all when you put it on location and test its marvelous earning power. We therefore urge you to send your sample orders in NOW and find out what "BIG PROFITS" from amusement machines really means.

**Sole M'f'r's ATLAS·MFG·CO· 39 ELIZABETH ST· NEW YORK CITY**

**NOTE: New York City Distributor: W. J. C. VENDING CO., 167 Canal St., New York**

# *Even the* KING TUT'S of the Amusement World will wake up to make REAL MONEY with the Flashiest, Speediest, most thrilling game *of the* Age

# KING TUT

## A GAME THE CROWDS GO FOR! ACTION, ACTION AND MORE ACTION!

Finest cabinet you ever saw. Built with a knowledge of what operators need and WANT. No nails, screws, or bolts. Everything slides in grooves. Positive Ball Lift and AT LAST—a Plunger sensitive enough to give genuine skill to the game and strong enough for real PEP.

**TAX FREE**
Complete With Handsome and Sturdy Wooden Legs

EXCLUSIVE NATIONAL DISTRIBUTORS

## AUTOMATIC · JOBBERS · ASS'N INC.

Note the front money drawer with built-in gyp-proof coin slot. Solid construction throughout.

Not a game of chance or luck, but requires REAL SKILL!

**Size:**
Width, 17 in.; Length, 33 in.; Height (front), 36 in.; (back), 39 in.
1c or 5c Play.

**SAMPLE**

**$18.50**

Lots of Five

**$18.00**

Lots of 10 or More

**$17.50**

F.O.B. Shipping Point

**JOBBERS—Write or wire to any of the members below for Special Proposition**

| | | | |
|---|---|---|---|
| Amusement Coin Machines Co.<br>62 Kingston Ave.<br>Brooklyn, N. Y. | Irving Bromberg Co.<br>5 Debevoise St.<br>Brooklyn, N. Y. | Budin's Specialties, Inc.<br>174 So. Portland Ave.<br>Brooklyn, N. Y. | Coin Operated Machines Co.<br>217 W. 125th St.<br>New York City |

| | | | | |
|---|---|---|---|---|
| Empire Coin Machine Co.<br>225 Fourth Ave.<br>New York City | International Mutoscope Reel Corp.<br>449 W. 31st St.<br>New York City | Modern Vending Co.<br>656 Broadway<br>New York City | D. Robbins & Co.<br>1141 W. DeKalb Ave.<br>Brooklyn, N. Y. | Supreme Vending Co.<br>557 Rogers Ave.<br>Brooklyn, N. Y. |

# Selling Accurate Weight

Mr. Rochestie tells us just what a 100 % scales operator is He should know as his experience in the scale field has vested him with authority.

**By Barnett B. Rochestie,**
**Royal Scale Company**

"When the public drops money into a machine, they demand a service and they are entitled to it. It is up to the state to see that the public receives this service."

This is the cry of nearly all the officiating supervisors in the Department of Weights and Measures throughout the country. They are demanding that scales, as well as merchandisers give the public a value for their money. In scales the value is accurate weight.

We, in the industry, must admit that any coin controlled machine receives the maximum of public abuse. A machine made for household or store use will never stand public abuse of mischievious youngsters and smart half-growns. To break a vending machine is considered smart, just as the knowledge of how to empty a merchandiser designates the wrongdoer as having supernatural power. To possess the trick of beating a machine is to be a leader in his gang.

Locations, which are troublesome, are sometimes rather unprofitable, although they may bring in large returns. The writer is familiar with a business in a large city which seems suitable for vending machine placement—100 per cent location—as far as play is concerned, but not a machine is found there now. Occassionally, a new operator will spot this location and consider himself lucky. He immediately places his machines and—then the fun begins. It may be worth while investigating the faith of the previous machines before you put down another red column to experience.

Locations, good or bad, tough or respectable, play an important part in scale operation. A paying location is essential. It is also well to remember that a service must be rendered. Tough locations may not always be the choice locations, although they are getting a large play. Consider your investment, and the many service calls. Any old timer will tell you of his sad experiences.

It is well to remember that scales are recording instruments, and should be handled and placed accordingly. While an operator will

(Continued on Page 7)

## GREATER NEW YORK OPERATORS ASSOCIATION FUNCTIONING

( Continued from page 3)

"The Bronx local has just recently been organized and has done especially good work. That county was in a terrible condition, with racketeers demanding tribute in eevry section. One gang even went so far as to make a canvass of every machine in their district, find out who the owner was, then formed an organization and attempted through threats and intimidations to compel operators to join their association. They called the operators together, showed them that they knew where the machines were located and threatened to high jack all machines unless the operator paid an initiation fee and 50c per week in dues. If the operator did not appear at the meeting his home was visited by four or five gorillas and they told the operator's wife that unless her husband appeared at the next meeting she would become a widow. They actually high jacked several machines and then resold them to the same operator.

"When we took control of Bronx county we immediately turned the matter over to the district attorney and had the ring-leaders arrested and they are now under indictment for extortion. In another section we broke up a gang by arresting two gang leaders who pleaded guilty to disorderly conduct and were sentenced to prison for six month each.

"The police were also extremely active in the Bronx and attempted to eliminate all machines by requiring storekeepers to obtain a show license costing $50.00 each, with no guarantee that they would be permitted to operate these machines unmolested if they obtained this license.

"However, our attorney, Theodore Blatt, succeeded in defeating every one of the cases brought in. A great deal of the credit of bringing about the organization in the Bronx and eliminating these abuses is due to the energetic young men, Sol Wholman and Mac Pearlman.

"The officers of the Brooklyn local are: President, D. Baron; first vice-president, B. Hartnett; second vice-president, D. Stern; treasurer, S. Kalson; financial secretary, J. Weinberg; secretary, J. Tashman.

"The officers of the Bronx local are: President, Daniel Goodman; first vice-president, Isidore Levenar; second vice-president, Martin Katz; treasurer, Sol Wohlman; financial secretary, Mac Pearlman; recording secretary, L. Goldberg.

**Let me tell you how to make more money with your machines. We have all the new machines in stock ready for delivery at the lowest prices.**

**GOOFY** SCREWY—3-Ring Circus
Silver Star's New Machine
And Many Others

AMERICA'S ONLY WOMAN JOBBER

**Mrs. B. Kaufman**

**Irving Mfg. & Vending Co.**

300 Irving Ave. Brooklyn, N. Y.

### SELLING ACCURATE WEIGHT

(Continued from page 6)

never think of dropping a dime thermometer on the floor or placing it on the wall at an angle, or where the wind can blow it from side to side; he will transport a scale negligently, drop it carelessly from his car or truck, and place it in a slipshod manner at a grotesque angle, unsecured and unbalanced.

While this practice is not common to many operators of scales, it is well to remember that a sore finger stands out and makes a whole hand useless. It is these sore fingers which are bringing down more states to rigid inspections and regulations of personal weighers. The states are demanding that a service be rendered to the public in return for the public's money. It is up to every operator to see that his machines are delivering a value in service and not to be forced by his state into giving this service.

Be honest with the public. Treat your scales as you yourselves would want to receive a service from them. Ask yourself, "Should I get weighed on this (your) scale? Is it clean and neat? Does it look as if it is tested regularly? Is it level? Does it imbue confidence enough in me to make me part with my penny?" When you can honestly answer these questions, step on your scale and drop a coin in the slot—your are a 100 per cent scale operator.

●

## Credit Where Credit Is Due

We cannot help but note the good work done by Eric Wedemeyer, importer of novelties and premiums at 170 Fifth avenue, New York City. This concern has made a specialty of supplying the coin machine trade exclusively with quality novelty items imported from Europe and the Far East.

They today serve practically all the Iron Claw and other Digger machine operators throughout the country. Their watchword is "service." They see to it that each individual operator receives merchandise which is suitable to his machines. By carefully checking with each operator and helping him along with his novelties they have gained the respect and confidence of every operator who uses novelties in the country today.

Pin game operators have found this house to be a reliable source for their weekly prize items. More than 500 different novelties are on display at all times.

There is no doubt that this firm has progressed and will continue to progress with the growth of our industry. They will continue to serve their customers faithfully and offer them at all times only the finest novelties obtainable. The operator who is looking for a reputable novelty house is assured co-operation at all times at Eric Wedemeyer, importer and distributor.

●

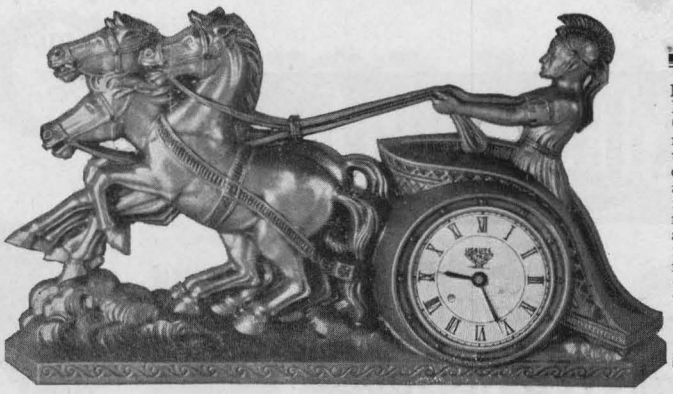
### THAT EXTRA COPY

If you happen to receive an extra copy of AUTOMATIC WORLD please hand it to someone who has none. Maybe you have an operator friend who does not receive the WORLD. Give it to him and tell him to subscribe. Thanks.


● IRON CLAW ● CRANE ● DIGGER ●
● PIN GAME OPERATORS ●

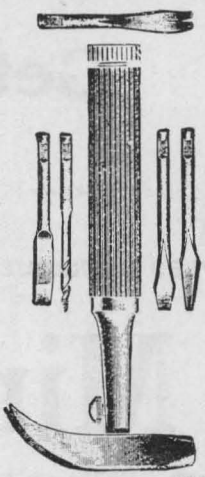
Your ship comes in

with Viking Products



**No. 410.**—Ben Hur Chariot Clock — The newest creation in statuesque clocks—a guaranteed movement mounted into a gilded chariot — Beautiful flash and best suitable for weekly prize.

**$2.00 Each**



**No. 415**—Novelty Hammer Tool Set Combination — a forged hammer mounted on hollow handle containing seven additional tools easily interchangeable on the hammer head.

**$5.40 Per Doz.**

**No. 383**—Baltic imported Pocket Watch — a guaranteed movement in two-tone chromium finished case with gilt center.

**95c Each**

**Write For Special Fall Price List**

**ERIC WEDEMEYER**

Importer—Distributor

**166-168 Fifth Avenue** **New York City**

# *We Guarantee*

# To Save You Money

**TO DO THIS . . .**
**WE WILL MEET AND BEAT ALL COMPETITION!**

## and . . . .

**You Get the Finest Roll Mints in the World Today at the Lowest Prices**

**When You Buy Our Mints You Are Buying From the "World's Largest Producers of Roll Mints"**

## remember . . . . .

**there is one sure way of increasing the play of your machines—give the public our mints and watch the play increase 100%.**

**We Further Guarantee**

**FASTER DELIVERY**
**BETTER PACKING**

**Absolutely Pure and Fresh**
**Assorted Flavors**

## Get Our Prices TODAY

**FREE SAMPLES ON REQUEST**

# American Mint Corp.

**"WORLD'S LARGEST PRODUCERS OF ROLL MINTS"**

**114 East 13th Street** **New York City**

IT'S FASTER

IT'S BIGGER - - - - - IT'S BETTER

It's Coming

It's Coming

It's Coming

It's Coming

IT'S COMING

IT'S COMING

It's Coming

OCTOBER 3rd

**Fill Out and Mail Now!**

Send me at once complete advance information about your NEW Game.

Name.....

Address.....

City..... .....

**A Sensational New Game By the Makers of Silver Star!**

**OPERATORS-JOBBERS**
**Write or Wire Us For Advance Information**

## SILVER STAR MFG. CO.

**9520 Ditmas Ave. Brooklyn, N. Y.**

## A New Price List Long Awaited

Budin's Specialties, Inc., of 174 South Portland avenue, Brooklyn, take this as their first opportunity to announce their new price list which is just off the presses. Again the AUTOMATIC WORLD is the first to announce something of interest to the operators.

Here is a chance for many operators to learn the prices for the latest machines and supplies as well as many used bargains and for toys and novelties in this new price list which is just off the presses.

Budin's Specialties, Inc., are known form coast to coast as the world's largest supply house for operators. They have their own modern super-roasting plant for all their peanuts. They use a special process which keeps the nuts fresh for a much longer period so that operators can rest assured they can leave them in the machines so much longer.

They also have a special brand of ball gum which is made only for them and which all their customers are now choosing after a sample trial. They have their own glass globes made for them to fit all machines. They can safely boast that these are the best made for we have never yet seen such crystal clearness in so uniformly thick a glass globe.

Budin's make their own candy coated peanuts as well as many other items for the operators. They also import many toys and novelties for machines like the Claw, Crane, Diggers, Masters, Empire Vendors, Victors, etc.

Here is one of the oldest jobbing houses in the country and every operator should be better acquainted with it. They also have two branches for their customers, one in East New York and the other in the Bronx.

## Modern Jobbing

For some time Nat Cohen and his Modern Vending Co. have become known as "New York's Leading Distributors." This, without any doubt, is quite a title to assume when one considers just how much this firm has to do in a business way to assure themselves they are not just giving the world a lot of hot air. But, they have more than lived up to their reputation.

Modern Vending Co. is located at 656 Broadway in the heart of the downtown district of Manhattan. This part of town seems to be the visiting spot of all the better known mint machine men. Therefore, with more than seven years experience selling slot machines it was quite natural for Nat to start up with these same machines in his new and beautiful showrooms.

Today Nat leads the city in the sale and distribution of slot machines and actually has become the slot machine exchange for New York. Some of the bargains which he has offered operators on these machines have been just short of phenomenal. It seems that Nat has a knack of being able to obtain as many slots as he wishes and he obtains only the best. Therefore he has been selling many out of town customers some really great buys for very reasonable prices.

Modern also has a well equipped show room where the latest in pin games is always shown. He sells quite a batch of these machines and many have found him to be one of


# Budin's Specialties, Inc.

**"World's Largest Operators Supply House"**

**174 So. Portland Ave.—Brooklyn, N. Y.**
**Phone NEvins 8-7528**

NOW READY

WRITE for it NOW

OUR NEW PRICE LIST

WRITE for it NOW

ALL the new machines, many great used machine bargains—supplies of all kinds. The finest peanuts (our own special roasting process) from our own modern roasting plants. The finest glass globes made for machines, candies, toys, and many other items. WRITE FOR THIS NEWLY PUBLISHED PRICE LIST NOW AND SAVE REAL MONEY.

## Budin's Specialties, Inc.

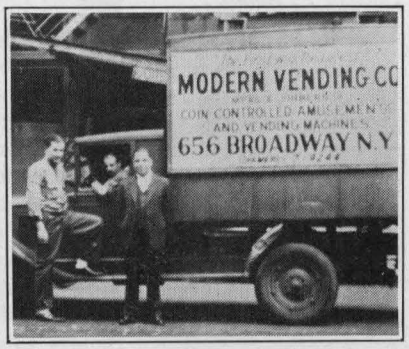
EAST NEW YORK BRANCH
**845 Dumont Avenue**
**Brooklyn, N.Y .**
**Phone GLenmore 4-3647**

BRONX BRANCH
**1054 Washington St.**
**Bronx, New York City**
**Phone MElrose 5-5306**

the most reliable judges of a pin game success.

He is also New York's exclusive distributor for the Puritan Baby Bell and the Way-Rite scale.

Nat also has his own truck for de-




**Nat Cohn, two of his repair men and Modern Vending Company's new truck.**

liveries as well as two expert repair men at work at all times. His men are both experts on slot machine repairs as well as the simpler games. He carries a complete stock of parts for his customers at all times.

●

## First Woman Jobber in Automatic Industry

With business experience cultivated, sharpened and developed since the age of twelve and a record of successful accomplishment in all her enterprises. A national reputation for social work to aid the blind. More than five years intensive operating experience with every type of machine. Now entering the distributing business in the heart of the most turbulent automatic city in the country, Brooklyn, N. Y. With a plan for the operator already prepared which assures him a substantial saving in purchases garnished from her years of experience and beautiful businesslike headquarters at 300 Irving avenue. That, gentlemen, is a rather quick introduction to our first woman jobber, Mrs. B. Kaufman.

Mrs. Kaufmanh as carefully prepared her entrance into the distributing division of this industry .With that thorough efficiency so natural to business women in general she has prepared attractive offices, showrooms, experimental and engineering departments, repair department, and private offices. Her display will be complete in a few more days and every day sees more and more machines arriving.

Mrs. Kaufman impressed the writer as a rather remarkable woman. So businesslike and thorough, yet guided by an experienced conservatism. A woman that has a keen business instinct and a clear means of identifying the heart of a problem quickly and without any fuss. To say the least, it seems that a new era may be dawning in the automatic industry. The effect of women is always softening to even the hardest businesses and we feel sure that in this case the effect will be similar.

She tells you much of her experience as an operator and some of the hardships she has undergone which she feels certain were due to a lack of effecient methods. She feels certain that she will cure these mistakes and will show her many operator friends how to further the money earning power of their machines based on her own experience and yet in such manner as to help them in the first place receive their machines at prices which will be inducive to larger operations.

Verily, a new chapter is being written into the history of automatic devices and we all hope that it will mean placing this industry on a higher level. Good luck to enterprising Mrs. Kaufman and let's all wish her success.

●

### TWELVE THINGS TO REMEMBER

The Value of Time.
The Success of Perseverance.
The Pleasure of Working.
The Dignity of Simplicity.
The Worth of Character.
The Power of Kindness.
The Influence of Example.
The Obligation of Duty.
The Wisdom of Economy.
The Virtue of Patience.
The Improvement of Talent.
The Joy of Originating.

### BROOKLYN FIRM OPENS NEW OFFICE

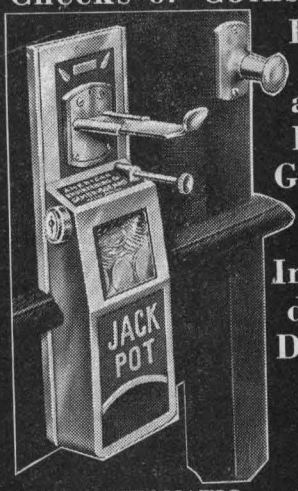
Irving Manufacturing and Vending Company, Inc., have recently opened offices at 300 Irving avenue, Brooklyn, N. Y. The leaders of this firm are long experienced in the coin machine field and are now ready to take on manufacturers' and distributors' products.

●

### WANTS "PILE DRIVER" MACHINE

Will the manufacturers of the Pile Driver machine please get in touch with Vending Supply Co., 209 South Davis street, Greensboro, N. C.?

DOUGHBOY JACKPOT
shows
Checks *or* Coins
LEGAL
Fits any Pin Game
Immediate Delivery




AUTOMATIC
No attention is required. Every fifth coin or check to JACKPOT. No electricity, no chemicals. Made of heavy polished aluminum and bronze. DOUGHBOY only patented Pin Game Jackpot. Others can copy only unimportant parts.
*A smart outfit for smart operators*
*WRITE FOR PRICES*
AMERICAN GAMES ENGINEERING CO.
1117 Cambridge Street
Cambridge, Mass.

Beautiful Chromium Finish. Same Machine Vends Ball Gum, Salted Peanuts Pistachio Nuts, etc.

All latest machines at lowest prices!
WE HAVE ON HAND FOR IMMEDIATE DELIVERY
King Tut—Goofy—Steeplechase—Shuffle Ball
Empire Vendors, Etc.
Bargains in Used Machines. Write for Catalogue.
D. ROBBINS & COMPANY
ESTABLISHED 1916
NEW YORK CITY BRANCH
313 E. 13th STREET
PHONE ALG. 4-7317
MAIN OFFICE & FACTORY
1141 W DEKALB AVE.
BROOKLYN, N.Y.
←BRANCH OFFICES→
WEST COAST BRANCH
ADVANCE AUTO. SALES CO.
1114 BUCHANAN ST.
SAN FRANCISCO, CAL.

## New Distribution Policy for King Tut Machine

By WILLIAM GERSH

SOME time ago the Automatic Jobbers Association, Inc., of New York made public their first official statement regarding the motives of this formation of the most outstanding and renowned distributors in metropolitan New York.

The charter members of this organization were and are the best known distributors in this part of the country. They have formed so as to make buying and service more easy for the operator. The very first act of this organization was to lower prices to the operator. These prices to be gained by combination volume purchase.

Now this organization has gone forward another step in their plans when the manufacturers of the King Tut machine came to them and asked them to handle this product as exclusive sales agents. This is the first time in the history of the automatic industry that a complete jobbing organization has acted as exclusive distributors for any manufacturer's product.

The King Tut machine itself is one of the finest built amusement devices which has as yet been presented to the industry. It was made according to the specifications of men who know what the operators need and want. For example: the cash box contains the coin slot.

There isn't a nail, screw or bolt in the machine. Everything works in grooves, that is, all that is necessary for the operator to remove any part of the machine is to open the back and just slide out the board. The cabinet as well as the legs and the rest of the machine is made of walnut.

King Tut has one of the most foolproof ball-lifts which has yet been designed. A most sensitive plunger is used with an action which gives absolute control of the ball. The machine itself is without any doubt one of the best which has yet entered the market.

This new policy of distribution allows both jobbers and operators throughout the country the knowledge that they are dealing with men who know machines. It isn't a case of dealing with a new and strange manufacturer. In short, in this case, the Automatic Jobbers Association assumes the responsibility for the machine even though they are not its manufacturer and just its exclusive sales agents.

What more can the out of town distributor and operator ask? He knows that every one of the firms in this organization has for years been handling every sort of machine presented to the industry. The officers of the association are men well known to every operator and distributor in the country. A. A. Berger is president; Wm. Blatt is treasurer and David Robbins is secretary.

Here is a chance for all operators and jobbers to support men who are attempting to build great recognition for them with manufacturers. It is one of those outstanding opportunities which has always been looked forward to by operators. It is the hope of the association as well as many interested parties that the distribution of so great a machine as the King Tut will be heartily

(Continued on page 14)

DEAL WORLD'S LEADING DISTRIBUTORS of COIN OPERATED MACHINES WITH

SUPREME

VENDING ORGANIZATION

Saving Thousands of Operators Real Money Every Day on New and Used Machines

HEADQUARTERS

BROOKLYN, N. Y. 557 Rogers Ave. Wm. Blatt, President

NEWARK, N. J. 441 Elizabeth Ave Geo. Ponser, G'nl Mgr.

ATLANTA, GA. 217 Garnett St., S.W. Morris Hankin, Dist. Mgr.

ALBANY, N. Y. 62 Hudson Ave. Henry W. Seiden

PROVIDENCE, R. I. 332 Elmwood Ave. Busch, Weisel & Epstein

ROCHESTER, N. Y. 179 No. Clinton St. Paul Seldes

Philadelphia, Pa. 157 Spring Garden St. B. A. Salzberg

BOSTON, MASS. 1129 Tremont St. Ben. D. Palastrant

# BE GUIDED by 37 YEARS EXPERIENCE
## —Building Quality Coin Machines—

## buy

# JUNIOR CRANE

## for All Year Round PROFITS

"Junior Crane" (Trademark)

"Junior" does everything the famous "Electric Traveling Crane" does — ONLY — HAND OPERATED . . . and does it as well.

# A Big Hit With Operators

The New Junior Crane is making a BIG HIT with operators everywhere. Clean-cut, dignified merchandising with a profit far beyond their expectations. Do as many wide-awake Operators are doing—take advantage of our SPECIAL FREE TRIAL OFFER.

Let "Junior" prove itself on your own locations—then you will be convinced of its consistent money-making qualities.

## An Established SUCCESS

No guesswork about the money making possibilities of Junior Cranes! If you've ever seen any on location you KNOW the extraordinary play they get. Don't pass up one of the greatest opportunities to get into a substantial—steady income business!

## Made Right—Works Right Priced Right

WRITE TODAY and let us tell you how you can become one of the successful operators of "Junior Cranes." Made Right—Works Right—Price Right—You take no risk.

## SPECIAL FREE OFFER

If you will mention the Automatic World when you write, we will send you FREE a complimentary filling of candy and novelties with your first order.

—Penny Arcade Headquarters—

# International Mutoscope Reel Co., Inc.

**449 West 31st St., New York, N. Y.**

Pacific Coast Representatives—Mills Sales Co., Oakland, Calif.

**. . . FREE—WRITE FOR DESCRIPTIVE CIRCULAR . . .**

backed by every jobber and operator in the country.

Operators and jobbers of the United States and Canada—here is your chance to back your own men. Say it with orders for King Tut!

●

## Supreme Now World's Largest Distribtutors

Wm. Blatt, president of the Supreme Vending organization, with headquarters at 557 Rogers avenue, Brooklyn, N. Y., has added two new branches to the already large chain of Supreme offices throughout the country.

These two new branches are at Atlanta, Ga., to be known as Supreme of Atlanta, 217 Garnett street, S.W., formerly the Atlanta Amuse-U Co. and will remain under the capable direction of Morris Hankin. Mr. Hankin is well known as one of the largest jobbers in the South and is also much liked by all the operators in that great part of the country. He is now assuming the directorship of all Southern Supreme business and will offer the same quality service which has made the Supreme name famous from coast to coast.

At Rochester, N. Y., 179 North Clinton street, Paul Seldes now takes charge of all business in that territory for the Supreme of Rochester company. Here again is one of the most experienced Eastern men in this industry. A man that knows all the machines that are worth while and is in a position to give operators valuable information as well as quick and pleasant co-operation.

**George Ponser, General Manager Supreme Vending Company**

**Wm. Blatt, President Supreme Vending Organization**

At Newark, N. J., Geo. Ponser, now general manager of the Supreme Vending Organization has increased and revamped his show rooms and added more help. This is one of the outstanding Supreme offices and George now with his new position is guiding the destinies of the sales made by the company.

Other branches are at Boston, Mass., 1129 Tremont street; Albany, N. Y., where Henry W. Seiden has moved to 62 Hudson avenue, right in the heart of the city, and opened newer and more beautiful showrooms than before; Providence, R. I., at 332 Elmwood avenue, Philadelphia, Pa., 157 Spring Garden street.

This great organization is the first in the country to start a chain system of branches so as to be in a position to service their many customers more efficiently. Their slogan is, "To be a Happy Operator Deal with the Supreme Vending Organization."

●

## Mutoscope's New and Interesting Offer

Again the AUTOMATIC WORLD is proud to be the first to present something from a manufacturer with 37 years of experience building better machines for operators. At this time Bill Rabkin and his International Mutoscope Reel Co., Inc., known all over the world as the "penny arcade headquarters" are giving the operator something which is really free.

To every man who will answer their ad telling them they read of the offer in the AUTOMATIC WORLD they will ship free one complete sample filling of toys and novelties with an order for a sample Junior Crane. This is one of the most beautiful cranes built by this fine firm.

It is hand operated and made in a Junior size for the smaller locations. It gives many operators the opportunity to get this type of machine on location where he formerly had to pay a tremendous price he now can get the Junior Crane at a very reasonable price. Furthermore, he is assured a steady money earning power throughout the years with Junior Cranes.

A route of this great little machine is more than sure to bring in big returns. We have seen sample machines ordered and within a few days they came back for more and are

(Continued on Page 16)

All latest machines at lowest prices!

WE HAVE ON HAND FOR IMMEDIATE DELIVERY

King Tut—Goofy—Steeplechase—Shuffle Ball
Empire Vendors, Etc.

Bargains in Used Machines. Write for Catalogue.

D. ROBBINS & COMPANY

ESTABLISHED 1916

NEW YORK CITY BRANCH
313 E. 13th STREET
PHONE ALG. 4-7317

MAIN OFFICE & FACTORY
1141 DEKALB AVE.
BROOKLYN, N.Y.

WEST COAST BRANCH
ADVANCE AUTO. SALES CO.
1114 BUCHANAN ST.
SAN FRANCISCO, CAL.

←BRANCH OFFICES→

# S·T·O·P·!

## PEO'S Clearance Sale of Brand New Machines

• • •

## One Machine FREE!

## With Each Ten Bought

**DAISIES**
Including Tax
**$5.45**

**BARNYARD GOLF BALL GUM VENDORS**
Including Tax
**$5.50**

**MIDGET Hi-Balls**
Including Tax
**$5.45**

## DAISY HOME GAME $1.00

Here's a flashy high score prize that's bound to double the play on your machines! The Daisy Home Game is 17½ inches square, 3 inches high, and brilliantly painted. It's worth every cent of the dollar—get a sample or two, TODAY!

### THE REASON–

Owing to our steadily increasing volume of business, we are preparing to move into a larger building. Rather than go to the extra expense of moving our present stock, we have decided to sell these brand new machines **for less than cost.** Every machine guaranteed new and perfect—if you aren't satisfied, return samples, prepaid, within a week, and we'll refund your money.

***We Reserve the Right to Withdraw the Above Prices Without Notice***

**ORDER NOW!**

# Peo Manufacturing Corp.

**440 Avenue A, Rochester,N. Y.**

still coming for more. Production is at its peak right now—operators are assured of getting their machines quick and of getting them right.

Bill Rabkin is one of the leaders in building automatic machines today. He has for many years turned out some of the greatest merchandising plus amusement machine hits which we have ever seen. There was the Old Mill, the Baby Mutoscope, the Electric Traveling Crane, the Electric Mutoscope and now the prize of them all, the Junior Crane.

Take advantage of this offer which the AUTOMATIC WORLD has obtained for their readers and with each sample machine be assured of a complete filling.

●

Jones—"How do you spend your income?"

Smith—"About 30 per cent for shelter, 30 per cent for clothing, 40 per cent for food and 20 per cent for amusement."

Jones—"But that adds up to 120 per cent."

Smith—"That's right."

●

## Mantell Now President of National Coin Machine Corporation

There is no doubt that most of the operators and jobbers throughout the country know S. Carl Mantell formerly with Royal Novelty Co. and then Oriole in Baltimore. Now Sam, as he is known to most of his friends, is president of the National Coin Machine Corp., 1724 North Charles street, Baltimore, Md.

His showrooms are perhaps the most beautiful in the entire industry today. This isn't boasting for they were seen by a man who happens to have visited with the greater majority of jobbers and manufacturers in the country. He has a complete new departure in display ideas.

**S. Carl Mantel and one of his customers in front of his Baltimore office.**

There is a 50-foot repair department and about 200 square feet of storage space. Along with this is a regularly equipped experimental laboratory. Spraying room for making old machines look like new and many other novel innovations. More jobbers today should design their offices to meet the public appeal.

S. Carl Mantell should be highly congratulated for showing the way again to the distributors throughout the country. He is also the Peo Mfg. Co. headquarters for that part of the country as well as exclusively representing many of the outstanding nationally known manufacturers.


# We Are After National Business and We Know We've Got to Save You Money to Get It.

**SAVE MONEY**

Write for Our New National Business Price List

● ● ●

**All the New Games Now Ready . . .**

**GOOFY . . .**

STEEPLECHASE — SCREWY — 3-RING CIRCUS—ROCKOLA'S NEW GAME—SQUIRLY—SILVER STAR —ROYAL SCALES—ETC.

**Special Offer to Gain 1,000 New Customers**

Highest grade adjustable genuine steel stands. Fit practically any machine—large or small, wide or narrow.

$2.50 value at the special price of

**$1.55 Each**

cash with order—while our 2,000 last.

**National Coin Machine Corp.**

1724 No. Charles St. Baltimore, Md

S. CARL MANTELL, Pres.
Phone Vernon 3353

## Irving Bromberg Opens New Branch

Irving Bromberg Company of 5 Debevoise street, Brooklyn, N. Y., has opened up another branch house at 104 Hope avenue, Passais, N. J. This fast growing firm is making the industry sit up and take notice and thousands of operators are now being served by this leading firm.

Mr. William Gersh, our New York representative, called at the Bromberg main office and after a visit with the heads of the company, sent us the following letter:

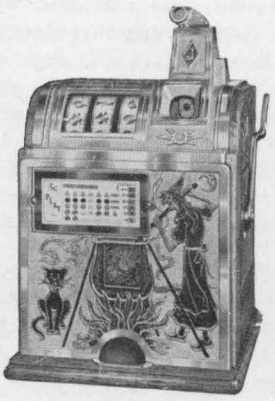
"Irving Bromberg has just opened, at 104 Hope avenue, Passaic, N. J., a new branch house, under the capable direction of Bud Firestone.

"Irving is well known throughout the East as the leading pin game distributor in the country. He is also the most outstanding and progressive jobber in this section of the country. Both Irving and myself hope that you will be able to give him a great big hand in your coming issue and also tell the operating world about this new branch.

"One great reason for Irving opening this branch at this time is his great belief that we are facing the greatest season of all vending machine history. Another is his belief that operators want immediate service right in their own territory. Also that he feels we all will more greatly profit if the jobber gives his operators finer and better service and therefore causes the operator to have more profitable operations."

**OCTOBER BRAIN TEST**

This is our October brain test. What are the people in the above picture doing? If it takes you over one-sixteenth of a second to answer correctly your brain needs overhauling. Are you ready? Go!

**SLOT MACHINE BARGAINS**

200 Jennings Today Venders, Ser. 3000 to 10,000, @ ..... $27.50 Ea.
50 Jennings Victoria Jackpots, @ ..... 50.00 Ea.
100 Mills Baseball Venders, Ser. 240000 Up, @ .. 45.00 Ea.
4 Jennings Electric Venders, @ ..... 50.00 Ea.

All above Machines are Guaranteed Like New.
One-third Down, Balance C. O. D.

**Pine Tree Mint Machine Co.**
50 MARKET ST. PORTLAND, ME.
Largest Coin Machine Distributors in New England

**SAVE MONEY**

BUY EVERYTHING YOU NEED AT

**IRVING BROMBERG CO.**

5 Debevoise St., Brooklyn, N. Y.
(Largest Pin Game Dealers in the East)

Get the Lowest Prices on All the New Machines and and Merchandise

**Free**

WRITE FOR OUR NEW PRICE LIST

**Goofy**

The New Bally Sensation

King Tut—Looney Steeplechase
Screwy—3-Ring Circus and All the Others

**Deal With Our Nearest Branch**

2508 Amsterdam Ave.
(Near 185th Street)
**New York City**
Leon Taksen, Sales Manager

104 Hope Avenue
**Passaic, New Jersey**
Bud Firestone, Manager

## Coin Operated Tells Us A Story

Charley Richmond of the Coin Operated Machines Co. of 217 West 125th street, New York City, can tell you many and many a story of the automatic industry from those days way back when we were very very young. He is also one of the steady advertisers in the AUTOMATIC WORLD and tells us that many of the operators have found that buying from this house has been a pleasure.

Charley tells us of a long time ago when ball gum machines were the rage. Some young inventors approached him in those dim days and asked for financial support to place the product in the market. Charley looked over the machine and studied it with the experienced eyes of an operator who knows what's what.

After much thought he was for the machine. Then taking it around to the other operators he knew he was discouraged for they told him that the machine was entirely too high priced. After a reception of that character he told the young men that he couldn't back the machines in the face of the operator opposition.

From now on the story is the usual simple tale. This same young man wandered to Chicago and there he found a daring manufacturer who went right ahead with the machine and much to his surprise (Charley's) it became the outstanding smash-hit of that year.

For a long time Charley wanted to enter the jobbing end of this industry but his operation was so large and so profitable that he didn't have time to even think the matter over carefully. He has been successful in operating and now that he is taking to the jobbing angle with heart and soul is again proving himself successful.

Here is a man who can give many operators of the newer breed some very sound advice. It comes from an old timer who really knows and has been able to choose the best machines for his customers. In fact, the other day Charley showed us a check for $100 which he had received from one customer who is so sure of Charley's choice that he is willing for him to choose his next machines.

Faith of this kind in an old timer is worth while.

●

"I wish our bank could get on its feet enough to stop sending back our checks marked 'No Funds'," said the bride to her husband. "A bank that hasn't got enough money on hand to pay a $4.27 check ought to be merged and put on a sound basis."


# SWEEPSTAKES

**FAST—EXCITING—FASCINATING PLAY**

One of the Most Popular Amusement Games Ever Originated.
Everybody Is Playing Sweepstakes—the New Sensation
That Has Gained Tremendous Popularity Overnight.

**Push the Plunger and watch the dice spin around the revolving disc.**
**This is the type of play that catches and holds everybody's interest.**

**Low Priced — Solidly Built—Small and Light. Size—10½ in. by 8½ in. by 1¾ in. Weight— 2¼ pounds.**

Clean up with SWEEPSTAKES—salable wherever a group of men seated around a table or standing at a counter want real amusement! Not coin operated, but making big money for coin men as High Score Prizes and direct sales to storekeepers. ALSO A GREAT HOME GAME.

**$1.75 EACH**

Send your order for SWEEPSTAKES TODAY. Now is the time to get the greatest sales and profits from this appealing specialty. Write or wire your nearest jobber!

**AMUSEMENT PRODUCTS CORP.**
**150--24 Woodward Street** **Jersey City, N. J.**



**Prices Slashed!**
**Genuine**
# WHIFFLE
**Games**

**Manufactured by Automatic Industries Co.**

**Now $35 single game**
**$30, 5 or more games.**

TERMS: One-third cash with order, balance C. O. D. Each game complete and equipped with a Veeder Coin Counter.

**Stock Up for Fall Business**
**NO TAX**

**The Conneticut Novelty Co.**
169 Columbus Ave.
NEW HAVEN, CONN.

## Silver Star's New Machine

The AUTOMATIC WORLD is the first publication to carry the announcement of the new machine presented to the market by the Silver Star Manufacturing Co., who made such a great hit with their Silver Star machine.

There is no doubt that this is one of the most outstanding machines ever presented to the operator in the larger machine field. It has what it takes, as the men who have seen it say.

Thoroughly modernistic and highly competitive with a thrilling and exciting playing field as well as a "class" board which will appeal to the finest hotels as well as the lowest candy stores. Here is a machine for the operator who likes and knows the big machines which will make money with a steady, continuous flow.

Silver Star can certainly build machines. This was demonstrated very thoroughly in the Silver Star itself. Now they have an entirely new and unique machine. We are sure that once the operator sees this machine and finds what it can do on location he will be as enthusiastic about it as are already all those who have seen it.

Since we aren't allowed to tell the world too much about it the best thing we can do is to tell you to write in and take a chance with one sample machine. It will more than pay you.

●

### NEW YORK JOBBERS ATTEND OUTING

A large number of New York jobbers attended the outing of the Richard Manufacturing Company, of Winooski, Vt., which was held recently. An enjoyable time was spent by all.

The picture above shows some of the jobbers and officers of the Richard Manufacturing Co. arriving at Plattsburg, N. Y., after a 32-mile run across Lake Champlain from Burlington, Vt.

●

### LAN YAP TO SWEEP COUNTRY

According to word that comes to us from Mr. L. Cate, of the Lucky Star Manufacturing Co., 3103 Old York Road, Baltimore, Md., their new sensational Lan Yap attachment and Lan Yap machines are sweeping the country. These attachments cause one's pin game to be worth one hundred and fifty dollars each. A 90-day test, says Mr. Cate, has proved the Lan Yap attachments and machines a big success.

●

Well, at last the theaters are awakening to the fact that the waste space in their massive lobbies can be used to a better advantage than just display room for pictures. The beautiful and attractive venders help to pay the "nut" and also serve their customers. And why set the scale away back where it can't be found?


# 5c Table Game Operators

***Pep Up Collections!***
***Get New Spots Easy!***

**SPECIAL**

⅝" Size Ball Gum Freight Paid E. of Miss. Except Florida 100 Boxes of 100 Balls 8 Lasting Colors "Watta Polish" $11.40 Single Cases

$11.00 Each 5 Cases

Full Cash With Order

**Use 2 Types of Our 5-Stick Package Gum**

1 type under 1c pkg. 1 type trifle over 1c pkg.

Choice Quality and Flavors
Full Plans with All Orders

**BALL GUM OPERATORS**
**End Depression Collections**

Use Our Latest Initialed or Numbered Prize Ball Gum De Luxe

Inexpensive—Yet Wonderful Results
Get Our Four Plans and Samples

¾-in. Genuine "Chic-L Maid" Large Ball Gum
40% Mexican Chicle Base—Flavored Thru and Thru.

**Not the Cheapest—But the Best!**

A Startling Innovation in Ball Gum—Quality Equal to the Very Best 5c Package Gums.

**American Chewing Products Corp.**
**128 Mt. Pleasant Ave. Newark, N. J.**

California Distributor
Advance Automatic Sales Co., 1114 Buchanan, San Francisco, Cal.

## Coin Operated Machine Co. Opens New Repair Department

The Coin Operated Machine Company of 217 West 125th street, New York City, found that their repair department had become too small to meet the demand of the many new customers whom they have cultivated since opening their Harlem show-room.

Therefore, to meet the demands of these men for repairs on their machines, they have opened a newer and larger repair department sufficient to meet the demands of operators of any type machine in the city today. They have purchased thousands of parts for machines, and these are always on hand ready to accommodate all operators.

They also have the exclusive representation of the Sanders Puritan Baby Venders, and the Electra Jack-Pot attachments for pin games. These two products are well known to the operators as profit makers, and therefore if the operator desires to get these quick, anywhere in the East, it is naturally to his advantage to get in touch with Coin Operated Machine Company.

The Coin Operated Machine Company have slowly built a tremendous following among New York operators, for their fine service, their complete co-operation in all matters, and for being able to meet all price competition.

Charlie Richmond is well known to the operators in this territory, as one of the old-timers in this business and is the man who is leading the destinies of the Coin Operated Machine Company.

●

## Big Operators, These Fellows

The Automat chain of cafeterias located in New York City, and run by the Horn & Hardart Company, are about the largest thing in coin operated activities that we know of.

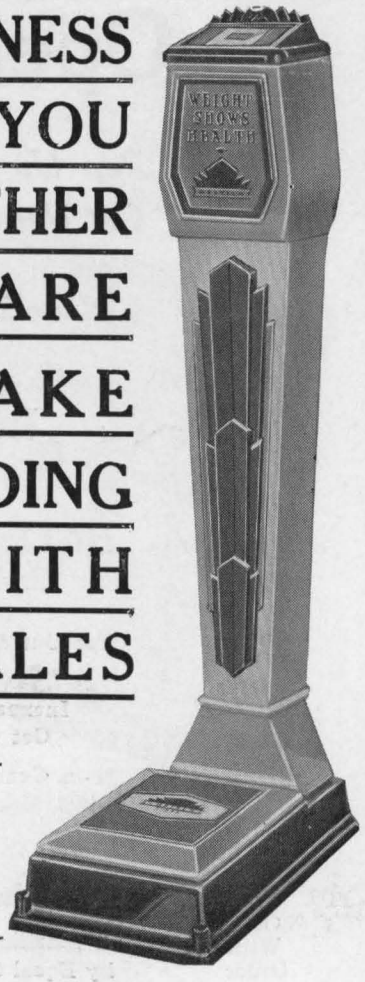
This firm operates 41 of such places, principally of the automatic-cafeteria and sandwich shop types, in New York City. More than 250,000 individuals visit these places daily. Another place is now under construction. They also have a large number of such places in Philadelphia. All total this firm operates some 88 places and it requires some supplies to keep these venders serviced and supplied with fresh eats.

Think of it, 500,000 people visiting your places daily, spending their coins in coin-operated machines that render them a pleasing service.

The restaurants in New York are served from a central commissary, located on Eleventh avenue at 50th street, where practically all of the food is prepared and cooked. Five separate deliveries are made from the commissary to each of the restaurants insuring freshness, and 25 trucks are required for these deliveries. The commissary is housed in a large four-story brick building of modern construction, scrupulously clean throughout. Increase in business made it necessary to erect an addition to this building two years ago. This consisted of a four-story steel building 100x125 feet. Philadelphia has a similar commissary which is somewhat larger.

In the New York commissary are produced, every day, nearly 6,000 three-pound loaves of bread, 12,000 pies, 2,000 layer cakes, 112,000 rolls, 70,000 cup cakes, 24,000 crullers, 18,000 coffee cakes, 36,000 muffins, 14,000 tea biscuits and

IF YOU ARE INTERESTED IN A LARGE AND STEADY INCOME BUSINESS LET US TELL YOU THE PLAN OTHER OPERATORS ARE USING TO MAKE AN OUTSTANDING SUCCESS WITH ROYAL SCALES




Fill out and Mail This COUPON TODAY!

Write me fully about Royal Scales.
Name .....
Address .....
City .....
State .....

Royal Scale Co.
40-48 Essex Street
Jersey City, N. J.

many other bakery products. In other departments soups, vegetables, fruits, etc., are prepared while in still another section more than 50 tons of meats and hundreds of chickens are cooked daily.

# Think in Businesslike Terms

## Mr. George Dwyer, Los Angeles Operator of Amusement Machines Gives Some Good Advice in this Timely Article.

### By J. Edward Tufft

THE successful operator must learn to think and act in a businesslike manner, especially must he think of capital investment and interest on money as other business men think of such things. This is the advice of George Dwyer, Los Angeles operator who has about sixty amusement machines on locations at all times. Mr. Dwyer is one of the successful men in this line in the coast city.

"A machine must pay me back the original investment and seven per cent interest at least, and in my bookkeeping system I charge it up with that amount. Practically all of my machines have always done this. As soon as a machine has done that I do not worry any more about that machine—it has done its duty if it does no more. Of course it usually does more, but what I am driving at is this: I shall not consider it a failure if it quits right there for it has done for me as much as any other investment could do for me!

"Here are the set rules, the Mede and Persian rules, that I have followed in Los Angeles:

"Regardless of how good theoretically a location may seem to be it actually is no better than what it produces—it is worth only what the machine brings in.

"One month is usually long enough for one type of machine to be on a location. On a beach pike location where the crowd is constantly changing I have found five months to be the very limit.

"For my sixty locations I keep practically every amusement machine in the popular field that I can get hold of, seldom do I have more than four of one kind.

"The location gets fifty per cent of the income and I don't mean maybe. The money is taken out and divided in such a manner that there never arises a question as to anyone's honesty.

"When a machine is put on a new location it is re-varnished and made to look exactly like new. This is a big item, I have found. A machine with a 'visible past' will not pay out as well as a machine that appears new.

"Drive-in markets have my preference because they have a larger transient trade than the average inclosed store that depends more or less upon a fixed clientele.

"I figure the average life of a machine four months but have had very few showing life after six months.

"I shall again emphasize the first rule—charge the machine up with original investment and seven per cent interest. When it pays that back consider it a success and don't

NOW . . .

PENNY KING and REGINA BALL GUM

Have new and superior quality—delicious flavors—perfect roundness—the famous Flatbush polish—in short—the ideal ball gum for operators at new low prices.

Special Ball Gum

In Plain Boxes—For Targets, Punch Boards, Etc.

Full Freight Allowed in U. S. A. on Ball Gum
Hard Shell Panned Confections
For All Types of Machines

Burnt Peanuts—California Delights—Rainbow Peanuts
Boston Baked Beans—Licorice Lozenges—Licorice Pellets
Assorted Candy Berries—and many others.

Liberal Samples for the Asking

Flatbush Gum Company

Incorporated

230 36th Street Brooklyn, N. Y.

worry your head off because it does not do what men in other lines of business never expect!"

●

## Jersey Specialty Announced

The Jersey Specialty Company, which manufactures and distributes coin-operated machines, has just hung out its shingle in Singac, N. J., and has been getting in touch with operators in that district. A new sales and display room just completed, is pronounced to be one of the largest in New Jersey.

A special campaign is being planned for September. Invitations will be mailed to a big list of operators throughout the section and every operator who visits the showrooms during September will receive one of Heineman's penny or nickel coin counters free with the compliments of the firm. These counters prove one of the most useful devices the operator can have to facilitate the counting and handling of small coins.

"We are expecting September to be a good month for business," states the management. "We will have both penny and nickel types and our line will include some of the newer deluxe machines. We are expecting the demand for higher grade machines to show an upturn this season."

The management of the Jersey Specialty consists of men experienced in the operating field, having operated routes themselves for a number of years.

●

### ROYAL SCALE PASSES RIGID CANADIAN TEST

The Royal scale has been approved for distribution in the Dominion of Canada by the Department of Weights and Measures at Ottawa. This is a feather in the cap of the Royal Scale Co. of 42 Essex street, Jersey City, as this is their standard scale sold throughout the United States. The Canadian government has very strict regulations of coin operative personal weighers and any scale that passes their inspection must be good. They are at the present time running their plant on a seven-day basis to keep up with orders from the States and Canada.

●

## A Sad, Sad Story

An "embryo" operator writes us to this effect: "I purchased a few penny scales of a supposedly reliable make ,thinking they would work on location perfectly and without a great deal of trouble, but after a couple of months' experience I find that my dream was only a make-believe. Every time I visited my scales I found them turned around and a sign reading "Out of Order." Some of the scales would weigh me at 160 pounds and the next one would register 173 and thus it went along. My location owners became discouraged and asked me to either get the scale working or get it out. I labored, I tinkered, I fixed and fixed, and had others to fix and even shipped some of the scales back to the factory to have fixed, but when they came back it was the same old story. If you want to know what I think of the operating business, it's the big "hooey," the real "bunk," the biggest joke in America today. I turn real sick and want to go jump in the river when I see a coin machine of any description. I have two boys and three girls—if I ever catch them playing a coin ma-


# LAN YAP

## PIN GAME

*Off to Sweep the Country*

Pin Game Punch Board Attachments. $5.50 Tax Paid.

There is only one answer, Re$ult$.

$150.00 your pin games are worth to you with the Lan Yap Attachments.

Lan Yap Takes in $150.00 and pays out $49.00. Profits $101.00 proven by 90-day test.

Lan Yap machine, size 30 by 16, $20.00; wooden stand, $2.50. Tax paid F. O. B.

Ready for shipment 500 daily.

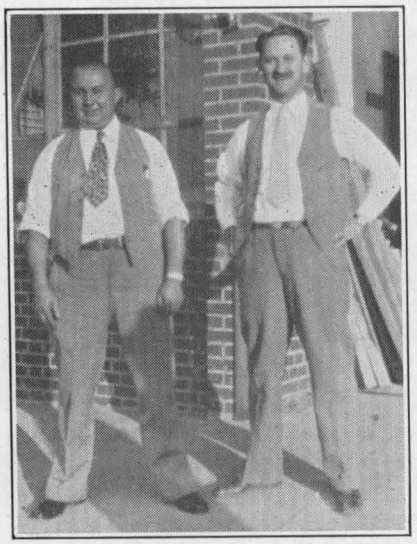
All orders of Lucky Star Lan Yap machines must be sent direct to

**Lucky Star Manufacturing Co.**

**3103-5 Old York Road - - Baltimore, Md.**

chine I'll break their—honest, I'll do it."

Now, there you are, good reader. A discouraged and ruined man that might have made a good operator had he not been caught by a bunch of "rotten" equipment at the start. And some wise magazine writer says "buy one of every machine that comes out." We say buy proven machines from proven firms and don't be taking chances with some fly-by-night manufacturer that folds his tent and silently steals away with your hard earned money.



**S. Bandermer and S. Barnes**
**Silver Star Mfg. Co.**

●

### THE OLDEST INDIAN SIGN

S. E. Holmes of the Holmes Cigar Store, San Francisco, Cal., who recently became a subscriber to AUTOMATIC WORLD, owns and keeps on display at his cigar store "Chief Semloh," the oldest Indian sign in California. Look for it when in the Golden Gate city.

●

### WANTS TO BUY ROUTE

Geo. Ridell, 4110 Metropolitan avenue, Dallas, Texas, wants to buy a route of coin machines anywhere between Los Angeles and Boston.

●

### RANDOM RAMBLINGS
By RANDY

And Supreme opens Rochester office. With offices in six other leading cities and a home office in Brooklyn, this gives Supreme some power in the selling field.

---

It's a fact, sure as you are born, yes, sir, thieves will pass up a store's cash register and head for the coin machines. Guess the coin machines are a better bet than the register or safe.

●

### TRAFFIC SAFETY DEVICE

A tourist who had stopped at a mountaineer's cabin down in the Ozarks noticed four large holes in the door.

Tourist: Friend, I don't like to be inquisitive, but what are the four holes in your door for?

Mountaineer: Wal, you see, I has four cats.

Tourist: But wouldn't one hole do for all the cats?

Mountaineer: Stranger, you don't understand. When I say "Scat," I mean "SCAT!"

●

### HE FLUNKED

An Irishman of the type that used to make up so large a percentage of police departments was taking an examination for promotion.

Q.—"What is rabies, and what do you do about it?"

A.—"Rabies is Jewish priests, and you can't do nothing about it."


**SWEET!! SMART!!**

Years ahead of all others in Perfection, Simplicity and Attractiveness!
**No PADDING of ANY KIND—No clock**

Will be silent not only the first 2 or 3 weeks, but as long as it lasts. And it will last nearly a **Life Time.** That's the new **Real Silent Jack Pot Bell!**

Large variety of Amusement Machines, but only those worthy of our endorsement. Steel Safes, Stands, Mints, Gum and Parts. Free Catalogues, together with introductory prices.

**Banner Specialty Co., 1530-32 Parrish St., Philadelphia, Pa. Phone Poplar 1468**

**Attention!!!**

Advertisers, please have your copy and cuts, for November issue, in our hands by October 20th. Don't miss advertising in our November number. November is a month when operators are doing a lot of buying. Let's go!

**Operators Attention!**

● Get Factory Prices Right in New York City ●

**SAVE** EXPRESS T-I-M-E MONEY

It's cheaper to buy in New York—and it's cheaper to SEE what you're getting before you buy. Factories don't take trade-ins—WE DO! Factories don't have time for repairs—WE DO.

● It Pays You to Deal With a Reliable Jobber ●

ON HAND FOR IMMEDIATE DELIVERY

**KING TUT—LOONEY—GOOFY**

| | | | |
|---|---|---|---|
| Screwy | O. K. | Five Star Final | Speed Ball | Slick |
| Three Ring Circus | Prosperity | Watling Blue Seal | Genuine Hi-Ball |
| Rainbo | Joyball | Home Rnu | Silver Star | El Bumpo |
| Treasure Island | Ace (Special Ace High) | Cyclone | Cadet |
| Skidoo | | Lucky Strike | Odom Special |

**Betch-a-Ball and Stand, $12.50; Treasure Island and Stand, $12.50; Electra Jackpot Attachments, 9.75; Puritan Baby Vendors SLOT MACHINES AT LOWEST PRICES.**

TERMS: One-third Cash, Balance C. O. D., F. O. B. New York.

**COIN OPERATED MACHINES CO.**

**217 West 125th Street NEW YORK CITY**

# Automatic World

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

AARON SMITH - - - - - - Business Manager
O. J. BRANCH - - - - - - Advertising Manager
TOM MURRAY - - - - - - - - - - Editor

Subscription Price:

One Year .....$1.00
THREE years .....$2.00
Canada, One Year.....$1.75

Advertising Rates Furnished Upon Request.

## The National Magazine of the Coin Machine Industry


## Why Not a Constructive Program?

AUTOMATIC WORLD believes it to be the duty and purpose of a trade publication to have as its objective the advancement of the interests of those engaged in the industry it represents. It is all well and good for such publication to carry in its columns the current news of the industry, discussions of the various activities of those engaged in it, etc., but if it stops with these, it is merely a gossip peddler and falls far short of its true mission. These things merely serve the more or less selfish ends of the publication and a portion of its readers. Too often this is the only objective of the trade paper and the automatic coin machine industry seems to be no exception.

But to faithfully and truly serve its industry the trade paper must have a definite objective, and as said above, that objective must be the advancement of the industry as a whole. AUTOMATIC WORLD was launched with that motive in mind and it has been its aim through every issue. We have stood firmly against the selling of machines to locations in order to protect the operator and our stand will always be for the operators' welfare.

What has been said above is by way of preface to some suggestions which we believe may be appreciated just at this time.

Before proceeding further, however, let us say that in the coin machine industry the interests of operators, manufacturers and jobbers are inseparably interwoven. Whatever enriches the operator, in turn, enriches the jobber and manufacturer.

With these thoughts in mind, let us suggest that three of the outstanding needs of the industry at this time are national organizations of manufacturers, operators and jobbers. Let these three organizations be separate in their own activities, yet co-operative with each other in every vital issue that is for the good of the operator. The hub of the coin machine industry, no doubt, is the operator. Keep that in mind.

The Coin Machine Manufacturers Association of America can do the work for the manufacturers. This organization is the only manufacturers association we have at this time that is at all functioning. It shows ear-marks of a good reliable association and is being guided by reliable men. The new operators' association which was recently formed in Chicago with such men as H. B. Gibson, Wm. Sheade, Guy Skinner, Fred Mann, H. J. Klebba and others could, and shouud serve as the foundation for a strong national association. State and city associations could be merged or affiliated with the national body and within a short time we would have a strong organization that could lend some noticeable protection to operators. The Automatic Jobbers Association of New York can take care of the jobbers organization as a national body. This active association has already proved itself worthy of handling things in a real businesslike and constructive manner.

This is our picture of a real working machine that will establish coin machinedom on its pedestal of prestige and create harmony and success for the entire industry.

When our great coin machine shows and conventions are held, there should be some of the money, realized therefrom, used for constructive purposes. We should not throw it all away with foolishness, go back home with a headache and wake up with unjust taxes, casting a greedy glance toward us, with no protection in evidence. There should emerge from our gatherings, once a year, more constructive and practical ideas that will be carried out during the year that will help defeat unjust taxation.

These associations should be real comprehensive business organizations with their objectives in mind, looking toward a full year's activities and not satisfied with only the holding of a successful coin machine exhibit. All of our long cherished accomplishments can be finally realized through organization.

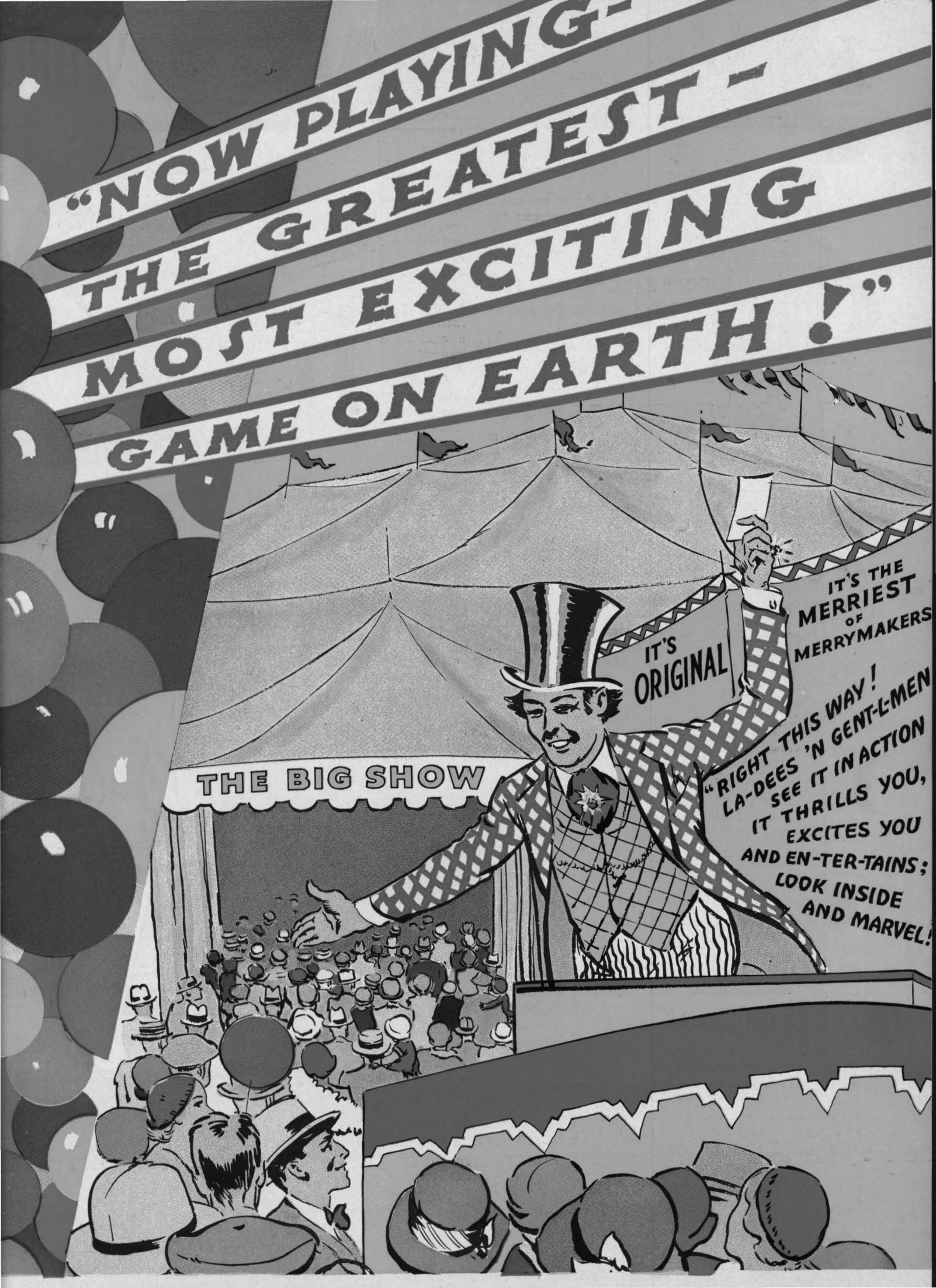
But to do this great work, it will require full co-operation from all manufacturers, jobbers and operators. Each association should receive full support from the industry. A managing director should be in evidence, a capable and efficient man who could do the work in a real manner and pleasing.

The matter of high taxes, which has become so serious, is only one of a hundred things which need to be done to make the industry prosper as it should.

Let us throw the spotlight of our thoughts toward higher achievements. Let us not play too much in senseless diversions and spend thousands of dollars for so much foolishness when the money could be used to such a good advantage toward helping the industry prosper. Let us all center our thoughts upon the great constructive plans that might be carried forward.

State and city organization of operators is needed for the advancement of the industry. There isn't a chance in the world for any relief as long as operators work single handed, in fact, they cannot work single handed, they realize they can get nowhere and they scarcely make an effort. The same is true of many other problems that confront operators and the industry at large.

Let us say in conclusion that AUTOMATIC WORLD is here to serve every branch of the industry, and its space is open to operators, jobbers and manufacturers for the discussion of all questions which may advance your industry. If you have any suggestions along the lines referred to in this editorial or otherwise, we shall be glad to give them space.


"NOW PLAYING-
THE GREATEST -
MOST EXCITING
GAME ON EARTH!"
IT'S ORIGINAL
IT'S THE MERRIEST OF MERRYMAKERS
THE BIG SHOW
"RIGHT THIS WAY! LA-DEES 'N GENT-L-MEN SEE IT IN ACTION IT THRILLS YOU, EXCITES YOU AND EN-TER-TAINS; LOOK INSIDE AND MARVEL!

# It's JUGGLE BALL the WORL

JUGGLE BALL!

Magic words . . . words that you see and hear everywhere to-day. And for a great reason:

JUGGLE BALL is the new type of game—*all-skill* and *player-control!*

## JUGGLE BALL "Cops the Show"

In JUGGLE BALL, you have the real thing. The genuine article. Pure gold.

In every town, village, and city, JUGGLE BALL "cops the show." It is the big hit. The star attraction. The main drawing card.

## JUGGLE BALL'S Secret Power

Even the greatest games of the past are lifeless alongside JUGGLE BALL'S spellbinding appeal—

—for back of JUGGLE BALL'S success is a secret as old and as young as life itself! *It satisfies the very human desire (1) to prove your skill and (2) to show-off your power of control.*

## How JUGGLE BALL Works

The ball-throw performs with velvet ease. A touch! and onto the field glides the colored ball.

Swiftly, silently it goes into action. Down it sweeps . . . the most lively thing ever seen on a playing field. Every inch of the way, the player—by means of the control-lever which he holds—juggles and battles with the ball. Bystanders crowd around shouting words of advice. The air is charged with excitement.

The player knows he must register the word J-U-G-G-L-E in full if he is to double his score. This means six of his seven shots have to count.

As a rule, however, he makes only five perfect shots. This places his scoring reputation at stake, and the player feels compelled to play the game over and over again. Each time he tries to better his shots. The result, for you, is a packed house and steady, never-ending profits.

## Act Today—Profit Today

You can get JUGGLE BALL in either the 1c or 5c size. (NOTE: With each machine you get special point-scoring cards which you can use, if you like, for the amusement of the players.)

Remember, in giving JUGGLE BALL a chance to bring you *real money*, you risk nothing. Just read JUGGLE BALL'S Profit-Proof Guarantee to your right.

*Manufacturers and Inventors of JUGGLE BALL*

## ROCK-OLA MANUFACTURING CORPORATION

***Special Prices to Operators Only:***

THESE PRICES INCLUDE FEDERAL EXCISE TAX

| *Sample* | *Lots of 5* |
|---|---|
| *$19.50* | *$18.50* |

# 5 only ALL-SKILL PLAYER-CONTROLLED GAME

Length 33½ inches
Width 17 inches
Weight only
37½ lbs.

**Sample**
**$28.50**
WOOD STAND TO MATCH $2.75
STEEL STAND $2.25
FEDERAL EXCISE TAX INCLUDED

*PROFIT-PROOF* GUARANTEE

JUGGLE BALL Must Pay for Itself *in 3 Days*

Or Back Goes Your Money

Like all good things JUGGLE BALL tells its own story best. Tests prove JUGGLE BALL to be the most extraordinary money maker this business has ever seen. So we can safely say to you: Order your sample JUGGLE BALL machine to-day. Place it in any location. If it does not pay for itself at the end of three days, return it immediately, and every penny of your money will go right back to you! What more can you ask?

*"Rock-Ola's Proven Products are Known the World Over"*

617-631 West Jackson Boulevard — Chicago, Illinois, U. S. A.

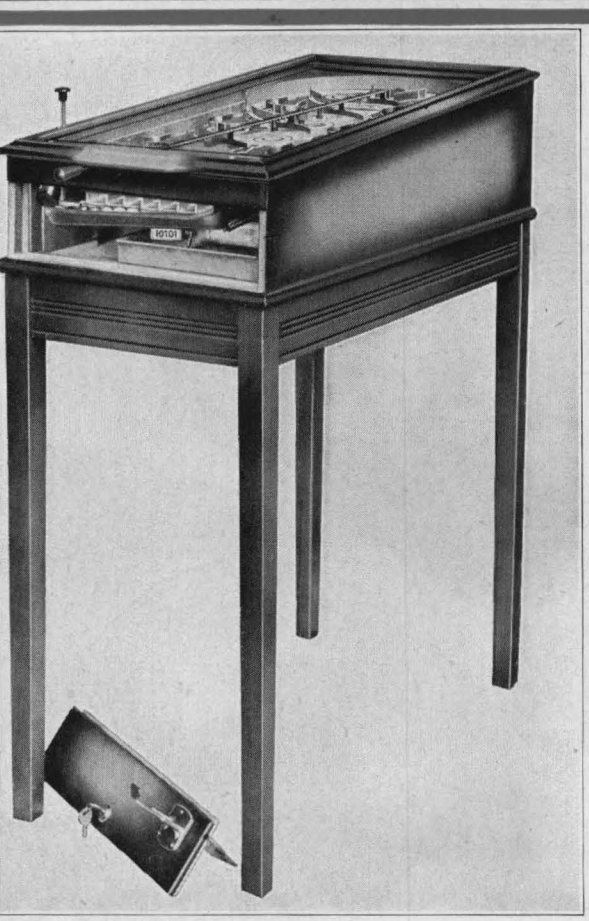
*Lots of 10* **$17.50**

*DeLuxe Wood Stand to match* **$2.75**

*Steel Stand* **$2.25**

Send ¼ Deposit
Balance goes
C. O. D.

# Quality Means Satisfaction



## Dazzling Beauty

JUGGLE BALL on its solid wood stand gives you a rich combination—fit for the choicest locations. There is the dazzling orange and black beauty of the cabinet . . . the playing field with its glowing background of Roman Gold . . . the design of lightning in play . . . the color blends of red and blue, orange and green, around the pockets . . . the smooth, silver-like cue.

## Easy Operation

As you see, JUGGLE BALL'S mechanism is where you want it—right in front. The money tray, too, is up in front within easy reach. As for the coin slot, it comes off with the door and is very easy to get at. You can *change from 1c to 5c size in 2 minutes!*

The coin slot, by the way, is specially built. Not only it pick-and-fool proof because of an extra strong magnet and powerful ple guards but it is also unbreakable because it is all-steel constructed.

## Special Register $2.50 Extra

om is provided for a register which keeps correct count of the number of ns played. If you tell us, we shall be glad to put it on your machines at the tory. Or, you can order it separately and put it on yourself in 5 minutes.

## Priceless Quality

GGLE BALL is built for lasting service and satisfaction.

en in the four small items shown on this page you have proof of workmanp without a flaw.

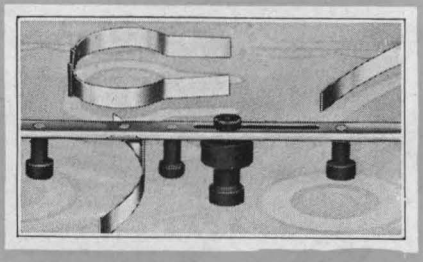
o the building of JUGGLE BALL has gone the long experience and superb ll of master-builders. Every line, every part is finished to perfection. Every h reflects unhurried care.

nen you operate JUGGLE BALL, you can be sure it will work perfectly and ailingly every minute of the day.

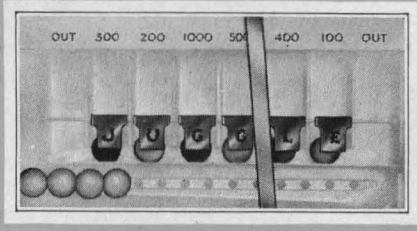
*TICE:* Patent applications are pending on the name, design, and mechanical actions of GGLE BALL. Any infringement will be prosecuted to the full extent of the law.

*ERATORS:* No use waiting for imitations. It is impossible to build JUGGLE BALL right sell it for any less. Be profit-wise and put JUGGLE BALL in your locations before ebody else does.

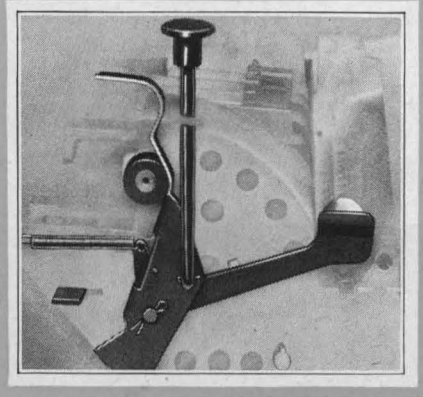
Steel Stands for JUGGLE BALL are extra well built—easy to set up—and finished in durable lacquer enamel



This close-up view of a section of the control-lever reveals the perfect construction throughout JUGGLE BALL. Note the accurate arrangement of the control slide on the pivot point. The guards on the lever as well as around the pockets are shaped of special aeroplane spring steel




Here you see the popular and exclusive scoring register of JUGGLE BALL. It works automatically. Each pocket is numbered and lettered to correspond with the register. This makes it both easy and exciting to count your score



Another exclusive feature of JUGGLE BALL is the ball-throw which lifts and shoots the ball in a single operation

# Quality Brings Profit

# « News from Chicago »

WORD reaches the offices of AUTOMATIC WORLD to the effect that Joe Huber, who is vice-president and general manager of the Rock-Ola Mfg. Corp., and Lee S. Jones of the American Sales Corporation, are already busy looking toward a big 1933 convention and exhibit of coin machines in Chicago. It is mighty fine to have men like these who are willing to devote so much of their time for the benefit of the industry. No doubt right now Mr. Huber is up to his neck in work, getting ready to deliver their new machine to the thousands of operators all over the world, and no doubt Mr. Jones is also plenty busy keeping things humming at the American Sales Corporation's plant, and we say these two men are to be commended for their good efforts and interest that they are displaying toward giving the industry another fine show.

Affairs are already being lined up for the convention in February and already there has been secured a lot of theatrical talent, who have been placed under contract. Within 30 days a bumper drive for space, and application for same will be started.

The 1933 convention will be larger than ever, and the Chicago hotels are asking for the earliest possible reservations for all conventions in 1933, because of the World's fair that will be held there.

The men who have charge of putting the big convention and exhibit over, want more time in preparing exhibits and space, than they had last year and not be rushed so much.

Mr. Huber and Mr. Jones are carrying the brunt of this convention work, and doing it without pay, therefore they deserve full co-operation from the industry at large. Instead of making the work trying on them we should all do all we can to make their task more pleasant. Therefore an early start will be the greatest asset toward helping to lighten the burden. Reserve your space early and do not wait until the last minute.

AUTOMATIC WORLD will support this show and convention 100 per cent, just like we did last year, and we predict one of the greatest showing of coin machines ever placed on exhibit. However, out of the gathering we hope to see some real constructive work emerge, and no doubt there will if we all lend our support and put our shoulder to the wheel and do our part.

---

Bingo Novelty Mfg. Company are getting ready to swing another winner on the market. Well do we all remember when this firm really sprung the first pin game and D. Gottlieb & Company was acting as distributor. This journal carried advertising on this first pin game which has gone down in history. If Bingo promises another winner, we advise operators to keep their eyes open and watch.

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Have you feasted upon that offering by Rock-Ola Mfg. Corp.? If not, turn to their big four-page advertisement in this issue and you'll be amazed.

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A. E. Gebert of the Advance Machine Co., recently made a business visit back East. He has promised AUTOMATIC WORLD some news items regarding his trip and the general activities of the industry as he saw them.

---

Little Duke, the Jennings play vender, is taking the country by storm. It certainly seems that this little winner came just at the right time.

---

The PODUNK BLATT, that unique house organ of A.B.T. Mfg. Co., hit the trail again on last September 5. The issue is a wonder. If you have not seen one, post a card to them today at 3311 Carroll avenue, and say send it!

---

Things are certainly moving along nicely at the Watling factory. Real products being turned out, products that please the operators.

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If we could just get the railroads to put on one of their excursion rates during the coin machine show it would increase attendance 50 per cent. One time the past summer one could have purchased a round trip from Texas to Chicago for $21.50. Think of that.

●

### D. GOTTLIED OPENS TWO MORE BRANCH OFFICES

D. Gottlieb & Company of Chicago, Ill., have opened two additional branch houses. One at 505 Walnut street, Cincinnati, Ohio, and 115 Phoenix building, Winnipeg, Canada.

●

### KEENEY & SON TO BUILD STEEPLECHASE

Keeney & Son of Chicago, have closed a deal with the patentee for the exclusive manufacture and distribution of Steeplechase.

The game is a counter-size racing game and has already proven to be a real winner. Complete publicity will be released soon.

●

### SEPTEMBER MEMBER DRIVE

Recognizing that September will be a lively month among the manufacturers, the Coin Machine Manufacturers Association is quite busy, too. New members are being received regularly and many more will join the co-operative forces as the trade year gets into full swing.

The organization is already looking forward to the annual trade convention to be held in February, 1933, and manufacturers are also showing interest by making reservations.

●

## Juggle Ball Wins National Acclaim!

Juggle Ball came and conquered!

Announced just a few days ago, it has already won favor from coast to coast. It is staging a regular clean-up.

With its all-skill and player-control feature, Juggle Ball has quickly taken first place in every town, city and village throughout the country.

The public, tired of yesterday's games, is taking to Juggle Ball in a way that assures operators of good steady profits for many months to come.

Proof of all this is the hundreds of orders that have poured into the offices of the Rock-Ola Manufacturing Corp. Many comments have been made. Out of the most interesting ones, these facts come to the surface:

Operators find that the attractive orange and black cabinet draws players as no other cabinet has ever done before.

Then there is the great operating

feature of having the mechanism in front. This makes it easy to get at.

The coin slot is attached to the front door. Whenever the operator wants to change slots, he simply takes the front door off. He can make the change from 1c to 5c or from 5c to 1c in two minutes.

The money tray in front does away with the old fashioned methods of having to dig and scoop in the dark.

The ball-throw on Juggle Ball is in a class by itself. No other machine has ever had anything like it. It lifts and shoots the ball in a single operation. Just a touch, and it glides onto the field with smooth, quiet power.

The automatic scoring register is one of the most fascinating things ever seen on a machine. It not only keeps the score by numbers but also has a fascination never before known: As the ball is skillfully landed in each pocket, it rolls down to the register and turns up one of the letters in the word J-U-G-G-L-E. The idea is to be skillful enough to turn up all the letters. Prize reward cards go with each game, which the operator can use, if he wishes, for the amusement of the players.

Operators like, too, the special register, which is furnished at a slight additional cost. It can be ordered with the machine or separately. If ordered separately, the operator can put it on himself in five minutes because Juggle Ball is so handily built. The register keeps count of the number of coins played. It therefore makes it easy for the operator to keep accurate check on the "take-in" of each machine.

As for the patented control-lever it is, to say the least, a revolutionary feature. It changes the whole operating picture. It removes all guess work and blind chance of the past. It makes the player "boss" of the game. It lets him guide and control the ball over every inch of the playing field.

And, withal, Juggle Ball works silently. The ball just glides over the playing field. It moves quickly, lively, and elusively.

Juggle Ball has suspense like no other game ever had before. The ball bounds and re-bounds off the cushion-like special aeroplane steel spring guards. The player and bystanders are taut and tense as they watch the ball in its lively movements around the pockets.

Operators are finding, too, that their locations have new life. Juggle Ball's feature of all-skill and player-control is appealing to young and old, women and men. It is taking in money as games have not taken in money since the golden days of 1929.

●

## Offering Medical and Sanitary Products

Medical Products Sales Company will offer an extensive line of staple medical and sanitary products for sale through vending machines. The merchandise has been specially developed and packaged to sell by machine, and it is claimed that this is the first concern in the country to offer a complete line of products which will be introduced and sold strictly through vending machines.

The line of products includes a long list of staple articles for which a common and almost universal demand has already been created. They include such items as aspirin, prophylactics, ladies' hygiene powder, perfume, anti-acid tabs, sunburn lotion, a cold remedy, indigestion tablets and others. Some of these have been specially developed for this trade, while others are standard preparations. The packaging of the merchandise has been given special attention, both to make it attractive and so as to be salable through a standard type of machine. The package itself is suggestive of a high-class product and will enhance the sales appeal.

●

## S. M. Pickens Now With Rock-Ola as Field Sales Manager

Here is news that is news!

Mr. S. M. Pickens, better known as "Pick," is now associated with the Rock-Ola Manufacturing Corp. as field sales manager.

This announcement is significant. It bears out, for one thing the forward-looking policy of Mr. David C. Rockola, president of the Rock-Ola Canufacturing Corp. Mr. Rockola believes in surrounding himself with men who have real experience and ability to carry out his plans. At the same time, he wants men who by their own initiative can add color and personality to his organization.

The fact that Mr. Pickens is a veteran of 14 years wide and varied experience well qualifies him to take up the reins of field sales manager.

"Pick" is now on the job and ready to do his part in serving the increasingly large number of Rock-Ola customers, many of whom already know and like "Pick."

In an interview, "Pick," in his quiet, sincere manner that has won him the friendship and confidence of machine operators the nation over, says:

"In choosing the Rock-Ola Manufacturing Corp. as a means of carrying on in the business, I was influenced by a number of major facts. First, I found many of my own ideas reflected in Mr. Rockola's policies and attitude toward the industry. Naturally, my years in selling coin machines have given me some positive convictions regarding the requisites for success and growth by any manufacturer.

"As I discussed the entire matter with Mr. Rockola, I found him entirely open-minded with reference to changing conditions as well as singu-


## Automatic Jackpot Table With Reserve

Something new—the last word in jackpot pin tables. Full size table 18x38 inches; "Whiffle type" pin board; white rubber covered nails; tip and tilt proof; triple dog coin chute; very strong and substantial construction; equipped with jackpot that loads and pays off automatically—when pot is won, next 30 coins in reserve immediately fills pot. No lost play while pot lays empty. Operator's price—$47.50.

FIGURE 8 REPLACEMENT FRONTS—Made in four models to fit all popular makes of machines. State for what make machine wanted. Price—$4.25, tax included.

SUNNY BOY—that new and popular two jacks with ball gum attachment.

**The Field Manufacturing Corp., Peoria, Ill.**

Southwestern Distributor—The Dixie Specialty Co., 1308 Young St. Dallas, Texas

larly free from limiting prejudices, which so ofen prevent a full measure of accomplishment. Mr. Rockola adapts himself and his facilities to the changes because he has the experience and vision to anticipate and prepare for them and to follow the trend of the times.

"Mr. Rockola realizes that many things are necessary in order for a manufacturing corporation to function satisfactorily. For one thing, his sales force must be good. But also, his product must be dependable in construction, attractive from a money-making and public interest standpoint, and, it must be so priced that it will be within the reach of every operator.

Mr. Pickens will be actively engaged in field work, and his operator and jobber friends will be seeing him soon. Those who do not know him will be glad, we are sure, to meet him, and he will be glad to help them in any and every way possible.

●

## Big Offer in Evidence

One of the largest and most reliable manufacturers in America is making a big special Fall offering in this, our Fall special issue. See their ad, which is headed "Operators Attention—Open Your Eyes!" Sit right down and address a card or letter to the address given and you'll get some prices that will make you happy, oh, so happy. Do as we say. Turn now to that ad and get busy.

# Among The Operators

Operators Like AUTOMATIC WORLD and prove it by sending us their subscriptions. Some think so much of the paper that they send in their friends along with their own.

GEORGE RIDELL, an operator of Dallas, paid us a visit a few days ago. Along with him came a Mr. Crow, of Chicago, llI. Mr. Crow had a lot of fine things to tell us about the Windy City and the coin machine business.

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E. M. McCaleb, another Texas operator, spent a while with us a few days back. He came in to ask us if a certain jobber was alright and was it safe to send his third deposit money to them on some machines. We were glad to inform him that the firm in question was absolutely alright.

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A number of operators have recently written us for our black list. We are glad to furnish this list to any operator for his own protection.

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Wayne Yount, of Kansas City, comes in with his renewal and sends along the subscription of Geo. Stowe of Nebraska. Good for you, Wayne.

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And while we are on it, look here at the others who sent in their subscription and at the same time sent an additional subscriber: E. M. Burnham of Massachusetts sends in Ralph L. Davis of Vermont. A. G. Stowe of of Nebraska sends in A. A. Lewis of Kansas. Brooklyn Weighing Machine Co. sends in Jack Fenexstein, also of Brooklyn. Morris Maynor, Jr. of Texas sends in Tom Cook of Louisiana. Accurate Vending Corp., California, sends in Fred Frevillian, also of California. The Connecticut Novely Co. of Connecticut, sends in two additional subscribers. Good! Coleman Novelty Co. of Illinois sends in the name of E. J. Osterbauer, also of Illinois. Al Gustafson of California sends in Chas. E. Jones, also of the Sun-Kist State. J. E. Cobb, Kentucky, sends along with his sub the subscription of W. J. Agsten, also of Kentucky. Elmer B. Simpson of West Virginia sends in John B. Franklin of West Virginia. A. L. Kropp of Mississippi sends in the name of K. E. Kropp, Alabama. E. W. Bartz of California. E. A. Walker of Saratoga Springs, N. Y., sends in John Fogarty of New York.

Now, this is what we call real cooperation from our operators, manufacturers, distributors and jobbers. This is, as we enjoy it, killing two birds with one stone. Two for one —that's the idea, boys, keep up the good work and before long AUTOMATIC WORLD will be king of kings. Let's go!

The following have recently subscribed for AUTOMATIC WORLD, the Paper That's Read:

Oriole Coin Machine Co., Maryland; Nat Portno, New York; M. E. Huth, Ohio; E. T. Frank, Missouri; Zubat Trading Co., Wisconsin; Rockwood Co., New York; Louis Solomon, Texas; Clarence Hurd, Illinois; Joseph Alterman, New Jersey; Eagle Vedning Co., Florida; Joe's Novelty Shop, New Jersey; J. I. Weinberg, Illinois; Kansas Novelty Co., Kansas; eIdal Novelty Co., Missouri; Rutherford Novelty Co., Texas; American Candy Co., Massachusetts; Brewer Novelty Co., Connecticut; Randles Novelty Co., Kansas; M. & L. Sales Co., Illinois; A. D. Brien, Indiana; Leo A. Saum, Indiana; L. W. Fly, Missouri; Chas. Meek, Illinois; Kace Operating Co., Wisconsin; J. C. Eicher, Texas; R. D. King, S. E. Scott and Gladstone Goddard, all of Columbus, Ohio; Mark Moss, Kansas; Smith Mfg. Co., Florida; B. F. Pierce, Georgia; D. E. Cullison, Oklahoma.

Milton Schnider, Oklahoma; D. E. Houghton, Texas; S. E. Holmes, California; Arthur C. Schwarz, New Jersey; Mark Skeffington, Ohio; W. W. Rogers, Massachusetts; Wince L. Connally, Texas; A. O. Mickey, Oregon; Missouri Novelty Co., Missouri; George T. Trichler, Ohio; Ben F. Sprague, Idaho; Roscoe King, Kansas; James Ashley, Michigan; Taunton Mint Co., Massachusetts; G. R. Sharp, Kansas; Varieties Operators, New York; N. C. Cooper, Georgia; Alton Tiller, Arkansas; R. E. Holmes, Oklahoma; J. W. Davis, Texas; Marc Hotkins Vending Co., Ohio; Henry K. Teeghman, Michigan; John Dalton, Minnesota; D. A. Collier, Colorado; H. W. Barnes, Maine; Union Candy Mfg. Co., New Jersey; Fred Bond, Texas; Clarence Megrady, Kansas; Edw. J. Hennesey, Nebraska; D. M. Morgan, Iowa, Warben Mfg. Co., Iowa; Iowa Vending Co., Iowa; William Seff, Iowa; C. N. Kelly, Illinois; Arthur E. Walsh, Florida— are all NEW subscribers and we are proud of them as every one thought enough of AUTOMATIC WORLD to send us their hard earned money for the magazine. Next month we will have another gathering of operators who read the paper that's read.

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### POLOP OFFERED BY VAN GAME CO.

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A new table game called Polop has been launched by the Van Game Co. of Detroit, Mich.

# Hiring and Training Route Help

THE problem of hiring and training route help is one of the phases of the coin machine industry that is seldom mentioned, yet demands much attention and study. An operator whose operations are so extensive that help is required must give this feature of his business close consideration as his help can either make or break him in a short time. We had a letter a few months ago from one of Chicago's largest operators, telling us about the extra trouble he was having with his help. This operator had been laid up sick and when time came that he was forced to depend upon his help to keep his routes going, they fell down on the job. Even when an operator is well and going his help problem will keep him awake nights, no doubt.

Before fashioning this article we have talked to a large number of operators who hire help and we have constructed this article along the lines of their information which we believe is to be found in the authoritative class.

The hiring and training of route help is a problem, it must be made a study along with all other phases of the operating business,

### Hiring Help

In hiring help be cautious, watch your step and be sure you know your man before you put him over your machines and locations.

If he has been working for another operator, be sure that he left the operator's services in good standing, and that a report on him is pleasing and dependable. You, yourself, will know whether or not the report and references you receive on the man are true. Some operators never hire help that has been in the employ of another operator. They prefer to train and develop their own help from raw material. This has its talking points and is well worth considering. In many cases—in fact— in most cases, an operator has his own ideas and methods of operating and therefore he can implant his methods into new material with much less effort than he can by first having to root up another operator's methods before planting his own. A farmer can plant corn in a clean, undisturbed field easier and with less effort than he can in one that is opposite. Men hired from others might have a desire to tell you how so-and-so done it.

Some operators, as we have already said, will not hire help that has been working for other operators, especially, in the same territory. However, on the other hand, there will be in evidence good help that comes from the services of another operator. A close and well handled investigation will always reveal this fact.

If the help you are contemplating hiring has been operating his own route be sure that he furnishes you with true facts as to his success. It is usually conceded that if a fellow can't make a success operating his own machines how could he make a success operating yours. It is well to consider that phase of the matter, but there are many operators who can not pilot their own routes to a successful landing but can "click," if working for the other fellow. An operator who has wisdom to figure all these points out will be a successful operator and that is usually why he is in a position to hire help.

### Check Up Often on Your Help

You must check up often on your help. Go over the route that they are working and talk to the location owners. See who was riding with them when they made their calls. Find out if they conducted themselves as they should and just how they are pleasing your location owners. If your help is not capable of pleasing the spot owners, get rid of that help quickly. Keep a close eye on your help. In many cases you are safer with new help and can place more dependence in them than you can after they have been with you for some time. If you are a wise operator you'll keep your eyes open at all times on your help. There is plenty of honest, reliable and dependable help to be had but there will, perhaps, have to be some weeding out as you go along.

### How to Pay Your Help

The best and proven method to pay route help is on the commission basis. This creates a desire in the mind of the help to produce, realizing that the more the machines take in the more they make. However, some operators work their help on a straight salary and commission. This feature, of course, rests with the operator but the best method, as we have already stated, is a straight commission deal.

Hiring route help is a problem and can be solved only by the one doing the hiring. But as we said in the beginning of this article, your route help will either make or break you. Be cautious, watch your step and use your head.

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## Besser Novelty Company

The Besser Novelty Company of 3975 Delmar boulevard, St. Louis, Mo., comes in with a letter saying: "Just a few lines to let you know that we appreciate your efforts in locating the machines that we asked you about sometime ago."

The Besser Novelty Company is one of the fastest growing coin machine concerns in America. They are well located and can render a real service to operators. They are reliable.

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### BINGO ADDS JOBBER

Bing Novelty Manufacturing Co. announces they have added a distributor for the state of Michigan. Their firm name is the National Pin Game Mfg. Co., and the personnel is as follows: Jonas Keywell, his son, B. C. Keywell, and Harry J. Polasky.

AMERICAN SALES CORPORATION
926 WRIGHTWOOD AVE., CHICAGO
OLD - TIME SLOT OPERATORS
We have what you have been waiting for. A game designed and built by men you know. No penny foolishness, but real dough at last. Write or wire.

## Form New Manufacturing Company at Amarillo

A new manufacturing company has been formed in Amarillo, Texas, the leading metropolitan city of the Texas Panhandle. This new firm offers to the coin machine industry a sure-fire winner known as Coin-O-Luck, a penny machine that has proved itself a money maker. The name of this new manufacturing firm, which promises some real offerings to the coin machine industry is Plamor Novelty Company.

One Coin-O-Luck placed in a very ordinary location in a residential section grossed $12.00 in less than 48 hours. It has unusual appeal to all alike.

Plamor Novelty Company, the originators and manufacturers of Coin-O-Luck, is a new company located in the Paramount building, Amarillo, Texas. It was organized by a group of Amarillo capitalists and business men who were convinced that the promotion and sale of Coin-O-Luck machines presented an amazing opportunity. They based this opinion on the fact that Coin-O-Luck makes possible the playing of four games on one machine. Furthermore, Coin-O-Luck plays with the coin itself. Also whether the coin finally falls heads or tails gives an added interest to the machine for matched play. The manufacturers are particularly proud of the construction of Coin-O-Luck, said to be absolutely fool-proof and is so substantial that it will last for years.

Advance inquiries already received plus experience of initial operators indicate that Coin-O-Luck is the new sensation in the coin machine field and will quickly sweep the country.

Other machines are being planned for later introduction and it is the intention of the management of Plamor Novelty Company to enter the coin machine field in a substantial, permanent fashion. Principals of Plamor Novelty Company include Wilbur C. Hawks, C. B. Rittenberry, Leland Abbott, P. A. Zehringer and Dr. W. L. Askew, all of Amarillo. C. B. Rittenberry is in charge of sales activities.

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### TRI-STATE TO HANDLE ALL-AMERICAN TWINS IN EAST TEXAS AREA

Word reaches us from the Dallas office of the Dallas Novelty Sales Co., Inc., to the effect that Mr. Dennard, president of the Texas Coin Machine Operators Association has placed a large quantity order for the All-American Twin and will represent the Dallas firm in East Texas.

Mr. Dennard is president of the famous Tri-State Sales Co., of Henderson, Texas, and is an authority on the coin machine business.

Harry H. Turner, sales manager for the All-American Twin, goes on to say:

"Mr. Dennard's selection of the All-American Twin was made after he had viewed other twin machines manufactured in the Southwest, and being a seasoned operator his selection of the All-American Twin bears out our standard of built right, works right, priced right."

●

### C. E. WINN ACTIVE FORT WORTH OPERATOR

Rain or shine, snow or sleet, C. E. Winn, Fort Worth operator, is always on the go, servicing machines and keeping location owners pleased. Winn operates a variety of machines and has been busy operating the arcade at Lake Worth this summer as well as keeping hundreds of machines going on location. This operator, who is one of the oldest in the game, knows what it takes to make operating a success. Work, and lots of it. He has on location one machine, foreign make, that has been pulling in the pennies for 40 years. "The old boy has been in the "hoosegow" a lot," says Winn, "but always gets back on location."

Mr. Winn is a reliable operator and can buy machines from most any manufacturer without the one-third deposit.

●

### NEBRASKA LAW SAYS "NO" TO AUTOMATIC SALES OF GAS

The Supreme Court of Nebraska has ruled adversely as regards selling gasoline by automatic operated coin machines. The decision was given in a case appealed from Red Cloud, a small city in the southern part of the state. Agents had established an automatic selling station in Red Cloud. Other dealers objected and the city council ordered the station discontinued. J. G. Hawkins, the automatic agent, appealed to the supreme court.

The court decided against Hawkins, holding: "The presumption is that the city law makers acted with full knowledge of the conditions relating to the subject of the legislation and that municipalities, in the exercise of police duties, are the sole judge of what laws should be enacted for the welfare of the people."

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### SOUTH BEND SAYS NO ON PREMIUMS

The authorities of Sotuh Bend, Ind., say no on giving prizes for high score on pin games. Some machines offering prizes are in the "coop."

## Meeting the Tax Situation

ULTIMATE consumers ultimately pay the taxes. There may be exceptions, but generally speaking all taxes are paid by the public at large. This is as it should be, as the public, otherwise known as the ultimate consumer, owns the government, receives its benefits, and is, with perhaps an inconsiderable exception here and there, the sole source of means for its upkeep.

Those who impose, collect, and spend the taxes do not seem to be eager to let the public know that all taxes finally come out of its pocket, hence we have heavy assessments against rich corporations, large manufacturers, the owners of extensive estates, and others in the wealthy class. These assessments are added by the corporations and the others to the costs of operation and as such are included in the prices for services rendered, goods sold, or rents charged, so eventually fall upon the public. The heavy excise on cigarettes, for example, is added to the retail price of the merchandise and is paid by the smoker. Unfortunately, in few instances are the taxes so apparent as in the case of cigarettes, for if the public knew every time how much it was paying for the thing bought and how much for governmental expenses, the public would have a good deal more to say about governmental expenses.

With the manufacturers excise tax on certain coin machines in evidence, it is an already proven fact that the manufacturer is not going to absorb the extra cost, neither will the distributor or jobber so the buck is passed to the operator who, in turn, must extract it from his public in some way, or shoulder it himself.

Something is being said regarding a yearly tax per operator. Some have suggested $25.00 per year, others have mentioned a tax of $100.00 per year for an operator. This may be practical but we doubt it. Really, as we see it, it is only a happy dream that the boys are having. If such a tax was to become effective, how long would it be until the boys from the "sticks," who make up 90 per cent of our taxing bodies, would see fit to double the amount. And again, the taxing bodies are alert. They will soon see how cute little "shenaggins" could be worked out. If operator A has a license to operate, why can't he employ operator B to work for him? Just a little mutual understanding is all that would be needed. Of course, if this idea can be put across then let's put it across and take the long chance. It seems that we are "hooked" either way.

Our government is in deep debt. They run riot in expenditure of money and now that the bills are due the public must suffer. Their lands are being sold from under them. The houses that shelter them and their children are being cried out to the highest bidder. Their merchandise being dumped into the streets because they can not pay high rents created by high real estate taxes. All told it is a sad sight, but let us hope that out of it all rises a newer hope, a brighter reality and after the wreckage is cleared away perhaps there will be blooming that something we all long for—PROSPERITY.

Just how the operator is going to pass the tax on to his public is a problem he must solve himself. It depends, of course, upon the kind of equipment he operates. With many machines this will be easy to solve, with others not so easy, but it must be solved. The public elects these tax making men, the public uses the tax money—therefore, the public MUST pay the taxes.


# Unmatched Beauty Service Quality

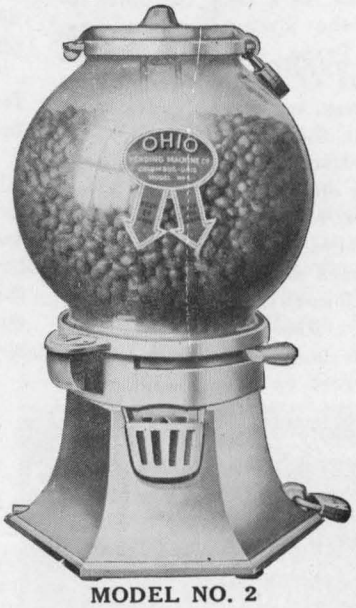
The Ohio Models 1 and 2 are made of cast iron enameled red. Also furnished in cast aluminum highly polished, and chrome-plate finish. Mechanism is constructed of aluminum, thereby being rust-proof and will withstand severe use.

Machines can be taken apart without disturbing the merchandise in the globe.

We invite comparison of our machines in quality, workmanship, appearance and serviceability, with that produced by any other firm, no matter how highly advertised or how expensive it may be.

It will convincingly prove that we are offering high-quality, plus service at prices that insure greater savings.

We are now furnishing our machines in a chrome-plate finish.




MODEL NO. 1

ORDER TODAY—DON'T DELAY

MODEL NO. 2

## Ohio Vending Machine Co.

212 North Grant Ave. COLUMBUS, OHIO, U. S. A.

# From a Southern Traveling Man's View-point

By MORRIS MAYNOR, JR.

SOME operators in Texas, Louisiana and Arkansas are asleep at the switch and don't know it. Pardon my expression but as I am no longer in the operating game, but was at one time a fairly successful one, but now do a lot of traveling and see things from a different angle and with a broader view. I have an opportunity to see things as I never did before and believe I can give you some eye-openers.

The first place that the present-day operator seems to have failed to look, and it is a place that the earlier operator did, is in the waiting rooms in the railroad and bus stations where people gather every day. I notice these particularly because of the old and out of date machines and scales that have been on the location for ten or fifteen years and the majority of these old machines will not even work and have been setting idle for a number of years. Why? Just because they have been overlooked instead of being replaced by newer models. Of all the stations I have been in in the last two months the average of about one out of five had any kind of machine other than an old type gum machine and and old broken scale setting against the wall. Such sights as this tend to make a station look as though it were dead.

You local operators are missing lots of coins by forgetting those locations and it would also give the poor people like myself something to do while waiting on that late train or waiting on the next one after you got there too late.

I also notice that nearly every hotel in this part of the country has two or three pin games of one kind or another setting around the lobby. Did it ever occur to you that these same hotels could use a good pair of scales? Traveling people are always wondering whether traveling agrees with them or not and they judge this factor mostly by whether they lose or gain in weight. Put the scales where it is most convenient to them and you will get their coins.

You know I sincerely believe a coin operated photographing machine in this southern locality would go very nicely as I have never seen one located here. There is one on the market now that is a very attractive machine which the customer poses to suit him or herself by looking into a mirror the exact size that the finished picture will be when finished and deposits the coin and presses the button. The picture is finished in less than five minutes automatically and delivered to the customer.

There is something that one sees in the larger cities of the north and east that you seldem if ever see in the south and that is the automatic lunch counter, where you can wait on yourself by placing coins in the desired slots and get just what you wish to eat. This sure beats those plate lunches that you get in most eating establishments. It is a dandy way to eat, and also sanitary. It is similar to cafeteria, but much more novel. There is a good opportunity to open such a business in the South, and we traveling men would certainly extend our co-operation.

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## "THE TODDLER" IS NEW MACHINE WITHOUT PINS, BALLS OR ELEVATOR

(By J. EDW. TUFFT)

Jack Olson of Los Angeles holds the patent rights on a new type of coin operated amusement machine which has neither pins, balls, nor elevator. The machine is known as "The Toddler."

The machine is hand actuated, the box which the player manipulates being waist high and mounted on a three-legged standard with a universal joint. Underneath the flat glass top is a board measuring 18 by 28 inches. Holes less than a half-inch in diameter are placed irregularly and each bears a number, the numbers ranging from 50 to 5,000. A few of the holes placed at strategic points are marked NG, meaning no good.

In place of marbles ten horse capsules are used. A little metal ball in each capsule which runs from one end of the interior to the other causes the capsule to be propelled in an eccentric drunken manner. The player by tilting the board by hand directs as best he can the course of the capsule and tries to make it plunge head first into the hole carrying the largest count. One capsule is released at a time, the player continuing until all have found their way into the holes on the board. One end of the capsule is black and one end white. If when the ten capsules have been played the same color shows on all the count for the player doubles.

When the capsules have found their way into the holes they can not be released for another game save by inserting a coin. The coin operated mechanism allows a lower board with perpendicular pegs to be released and as this rises the pegs push the capsules up from the pittle pits into which they have fallen and they are rolled into place for the next game by merely tilting the board. Skill in manipulating the board is acquired only by practice, the eccentric movement of the capsules making them difficult to direct or control.

The money falls into a drawer in the standard below the box, the owner having the key. The man on lo-

PIN GAME OPERATORS
Your Big Day Has Arrived
A NEW ATTACHMENT FOR PIN GAMES
MAKES ALL MACHINES BIGGEST RAGE EVER SEEN
Simple Device for Use with Any and All Pin Games—Acts as Automatic Playing Stimulator That Works All the Time
A Magic Rejuvenator That Will Restore Every Machine to a $200.00 Profit Maker!
Red Hot—Brand New—Nothing Like It
The Biggest Boon to the Pin Game Operator Imaginable
Write Us for Details or Any Recognized Pin Game Distributor
Harlich Manufacturing Company
1403-05 W. Jackson Blvd. CHICAGO, ILL.

cation has a key to the box so that he can replace capsules or make minor adjustments.

A smaller machine operating on the same principle intended to be placed on a counter or table, known as "The Wobbler," has also appeared in Los Angeles.

●

### HAVE WE FORGOTTEN?

And now, after thirteen years, we appear to have entirely lost sight of it all. Have we forgotten

"the steel swept trench, the stiffening cold—weariness, hardship, worse . . . the troubled earth between the lines, carpeted with pain—where Death rode whistling on every wind and the very mists were charged with awful torment . . . where of all things spent and squandered there, young human life was held least dear—

Have we forgotten?

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### CLOSES

The Automatic Baseball Corporation of Detroit, Mich., has closed shop. This firm operated extensive routes of baseball games.

●

### RECEIPTS FROM DANCE HALLS IN OMAHA SHOW A DECLINE

The receipts from automatic machines in dance halls and wayside amusement places in the Omaha territory are reported falling steadily. Some of the operators say it is because the young folks have at last tired of this form of amusement, while others state it is simply the lack of money. Be that as it may several heretofore select places show a drop of 40 per cent in the last four months.

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### MINTS OPERATING IN FORT WORTH

Mint machines are going right along in Fort Worth, operating for the benefit of the American Legion.

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### OKLAHOMA OPERATORS VISITORS

Two leading and wide awake operators of Oklahoma paid AUTOMATIC WORLD a visit on September 15. They were Mr. B. F. Hutchins and D. W. Anderson. The boys were driving through, looking for some machines and paid all the Fort Worth jobbers a visit. Glad to have operators call on us when down our way. Come again, boys.

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### NEW FIRM OF OPERATORS FOR DETROIT

Gattas Amar and Tony Jacob have formed the Cadillac Vending Company of Detroit and will operate a large route of machines.

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Rock-Ola Mfg. Company puts on more men at their factory. Business is humming around the big plant of which J. O. Huber is vice-president and is their new game a winner? Don't ask foolish questions.

### ROYAL SCALES

OPERATING worries and operating headaches of every description are always attributed to the type of equipment which is but momentarily profitable. Therefore, when we decided that to continue building scales was in reality doing something for the benefit of operators we weren't just kidding ourselves.

Many times during my long experience in the scale business have I heard people say that buying scales was better than buying gold bonds. Scales outlast even the maturing of bonds and make money as long as they last, which may be for more than 40 years on just one location.

When we built the Royal scale we put everything we had into the simplifying of the usual scale mechanism and also into the lowering of the former prices of scales. Our scale has already been approved in ever state we have sent it. The two "toughest" states in the country, and we have complete evidence of these facts, Massachusetts and New Jersey both have passed the Royal scale in its very first test, and we hear from operators every day that our scales are attracting the pennies like no other scale ever did before.

We have placed beauty of line and beauty of design into the Royal scale. We use a graphite pump and not a leaky oil affair. We have a single screw adjustment which even a young boy could perfectly operate. Have a separate cash box in each scale. The scale body itself is of grey casting porcelain enameled in varied attractive colors.

The Royal scale is guaranteed for five years. During the period we shall gladly replace the mechanism free.

## The Big Season Is On

By TOM MURRAY

THE big season is on. Coin operated machines are again clicking and operators are on their toes. New equipment is being purchased and thousands of new locations being introduced. Surely we have turned the corner. Surely prosperity is flirting with us again and all we have got to do is make her acquaintance.

To prove that what I say is true, I bet there is not an operator, manufacturer, distributor or jobber reading this article that does not feel that good old something running up and down his spine. We are all feeling the crispness of Autumn and we are anxious to work our heads off and that means prosperity. The Summer was slow, nobody seemed to want to work or do anything but just lazy around. Now that the big season is on us, we are all pepped up and a "rearin'" to go.

It's a season when all feel their best. Football, basketball, hockey and many other outdoor and indoor games will soon be in evidence. All such activities inspire that amusement feeling and a desire to purchase and spend. Coin machines will receive their portion of the money spent. No doubt the big season is on. Get your machines to working, put some new ones in them select spots and keep your date with prosperity.

You've been hearing about it . . .

# HERE IT IS!

FOR DESCRIPTION
OF MACHINE SEE
REVERSE SIDE

# COIN-$-LUCK

**The Sensational New Counter Game Now Sweeping the Whole Country!**

# COIN-$-O-LUCK

SEE ILLUSTRATION ON REVERSE SIDE

## New! Novel! Different!

**Coin-O-Luck** is positively the fastest moving, fastest money making machine yet devised! At last, it gets away from the marble type pin games. It is a fascinating game of skill which has a big suspense feature that appeals to the public fancy long after the mechanically operated game is forgotten. It gets the big play day in and day out!

**Coin-O-Luck** is really Three Games in One! Players have a choice of High Score, Matching, or Roulette. Every one is a thriller—every one a winner. One to twelve persons can play at a time. Coin-O-Luck is a beauty to the eye. Its brilliant, alluring color combinations give it an irresistable, instinctive appeal. It's a favorite in every location, from the corner cigar store to the finest hotel lobby. It's strictly legal, too—can be operated anywhere.

**Coin-O-Luck** contains a revolving, cone-shaped aluminum disc operated with the hand. The penny, which is inserted in the disc, is centrifugally thrown into one of thirteen pockets. The thirteenth pocket, being more hazardous, is a FREE hole, and returns the coin—a business stimulator. Using the coin as the playing piece, the result is Matched (heads or tails) play, High Score play, or Color Roulette play. In High Score game when pocket is matched with coin, score is doubled. When FREE PLAY pocket is made, the total score is doubled. Machine is gum wood and highly polished aluminum, beautifully finished. Extra large money capacity—protected by strong lock.

*Start with pennies, end with*

## DOLLARS!

COIN-O-LUCK *will play ten pennies faster than the ordinary pin game will play ten marbles for five cents. This whirlwind money-maker will pay for itself in approximately three days. Place your order now. You're losing money every day you wait!*

## Order Your Coin-O-Luck TODAY!

**COIN-O-LUCK Junior (illustrated on other side) is a sturdy counter machine, fourteen by fourteen inches in size, five and one-half inches high. It is absolutely foolproof and requires practically no mechanical attention. It is equipped with vacuum cups for glass or marble counters. Prompt delivery if you act NOW. Order TODAY! Terms, one-third cash, balance C. O. D., plus gov't. tax. (Angle iron or wood stand $2.50 extra) . . . . . .**

OPERATOR'S SAMPLE

**$27.50**

PLAMOR NOVELTY COMPANY

PARAMOUNT BLDG., AMARILLO, TEXAS

# Have You Ability to Select Good Locations

## Your Success Will Depend Largely Upon Your Adility to Select Good Locations.

**By O. J. Branch,**
**Fort Worth, Texas**

WHATEVER kind of coin machines you operate that is the machine you are seeking locations for. If it's a mint vender, candy bar, amusement, stamp, peanut, pistachio or what-not you are interested in locations for your particular machines. The question arises, can you select good spots? Do you know a location when you see it? This is an ability that one must create before success will be in evidence from operating coin machines.

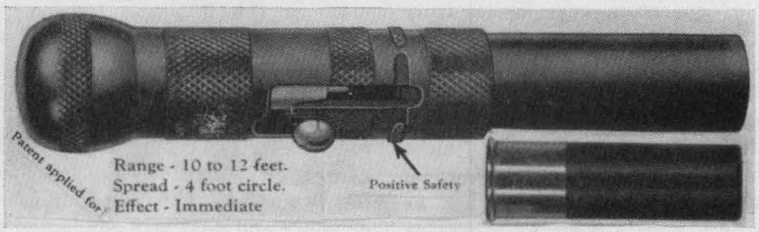
Fort Worth has had many peanut machine operators who have been passing up good spots all these years and it was left up to a brand new operator (embryo) to seek out a paying spot right in the home of AUTOMATIC WORLD. Yes, sir! This young fellow observed, while on a visit to our plant, the number of workmen that he figured would eat peanuts. We were glad to have him place his machines in the place and my, how these fellows do drop pennies into that little money getter. The artesian water man's business has also picked up. Where we used two bottles per day we now use three. One fellow remarked, "If I was in the artesian water business I'd also place peanut machines along side every water fountain." Boy, and that's no idea to "sneeze" at either. At any rate the machine paid $1.15 the first two weeks and no doubt the business will pick up as the office girls are now going back and securing peanuts. This fellow is scouting out many other good and heretofore overlooked spots that pay well. But this printing plant idea is one for all operators to consider. The boys, since the peanut machine has been placed in the plant, are asking for a cigaret machine. We may add music and amusement machines. However, we will watch the peanut machine another week.

Any printing plant employing as many as 10 or 15 folks will support many kinds of penny merchandise machines. Not only printing plants but other places as well. Go where there is no competition and another feature, not one of these spots out of a hundred will ask for any commission unless you tip the thing off yourself. The pickings are all yours and they figure the service rendered is enough. Don't think that your spots must be among the bright lights altogether. There are a lot of sweet flowers blooming unnoticed and untouched, just wasting their perfume upon the evening's breeze. Spots, not only for peanut machines, but for every variety of coin machines, are waiting for a real lover to come along and woo


# NEW BABY GIANT GAS PROJECTOR

Protect Your Men While Making Collections and Transporting Cash to Bank

**Powerful—Safe—Handy—Inconspicuous**




**This Is Just the Thing for Your Route Men**
**Can Be Used as a "Billy" After Discharged**

**Specifications**

Gauge 20 (17 mm.) Weight 6 ounces, length 6¾ inches, range 10 to 12 feet, spread of gas, four-foot circle at 10-foot range. SAFETY—Easly operated safety device that positively guards against accidental discharge. Handy to carry in pocket or automobile. Convenient for desk drawer or cashier's cage. Projects a very powerful TEAR GAS which blinds and chokes the victim into complete submission and renders his capture easy and safe.

**DOES NO PERMANENT INJURY**
**Approved By Underwriters Laboratory**

**THE MOST POWERFUL POCKET SIZE GAS WEAPON IN EXISTENCE**

**PRICE COMPLETE WITH LOAD.....$10.00**

## Chemical Warfare Products Co.

**Suite 1218, 63 West Lake Street** **Chicago, Ill.**

# George A. Grastorf-- Master Operator

**By Robert W. Merriam**

We owe tribute to every man who has helped in blazing the trails for an industry, Thus we are glad to present this article by Robert W. Merriam in memory and as a tribute to George A. Grastorf.

OF NO man who has lived in our times and who has actively engaged in the vending machine industry is it so hard to speak in a concise and summary fashion as of George A. Grastorf. For the past thirty years he has been so closely associated with the industry that the record of his life is virtually an outline of the business during those years. He was the first to see the need of local organizations of operators and with the co-operation and help of others in Chicago the first operators' organization of record was born, out of which grew the National Vending Machine Operators Association, the only national association of operators ever successfully organized which held and conducted seven conventions and expositions.

He was probably better known throughout the industry both to operators and manufacturers alike than any other operator. Always an outstanding figure, ranking first as a business man among his operator friends and competitors, first among the manufacturers for the exceptional shows and expositions which were originated and produced under his direction. In fact, if there was anything unusual to be done in the industry, it was always "Let George do it" and it was done successfully.

Because his contacts with the industry were so wide, he was interested in everything pertaining thereto, and threw himself with a joyous freshness and keenness into all its phases. In 1926 he saw the need of a closer contact of operators and with the backing of the organization the Automatic Merchandiser, a magazine devoted to the problems of the operator, was established. It is needless to say that Mr. Grastorf spent many hours of valuable time in the interest of his fellow operator and for the good of the industry. Most any evening after a hard day's work he could be found planning and working until the wee small hours for the good of the organization and it has been the pleasure of myself and many others to help and assist in this. Each one who participated, I know, will long remember these feasts of fellowship and reason.

There are few instances in our annals of the industry of men who have been equally well known and universally liked. Always he has been spoken of by the manufacturers in the highest terms for his work in promoting the expositions and conventions Only recently one of his competitors said of him, "George Grastorf is the best scale man in the business today, he is constantly working and that is what it takes to make a good operator." However, his operation of vending machines did not lie wholly in the scale field. Early in life he became associated with the industry working for a Boston firm for a number of years and next was connected with the National Automatic Weighing Machine Company of New York, now known as the Auto Sales Company. He came to Chicago in the interest of this company in 1908 and about 1911 he worked for the National Novelty Company of Minneapolis, soon after, buying his own machines and engaging in the business for himself.

GEORGE A. GRASTORF

About 1918 he disposed of all his machines with the exception of scales which he operated exclusively until the time of his death. As with all operators his ambition was to build a machine of his own planning and at the time of his death he had just completed the first run of a new small scale designed and built entirely by himself. Being sturdily built of cast iron construction and covered with porcelain, they will stand ever as a memorial to his integrity.

It is hardly to be said that he loved his family as he loved his work. He took them with him on numerous trips to his native East where his mother and other relatives reside. A son, George, Jr, 13 years of age, and twin girls, Edith and Ethel, 7 years old, together with his devoted wife will recall the many happy outings in and around Chicago.

What more can we desire of our friends than this—that in remembering them there should be nothing to regret, that all who are under their influence should feel themselves forever thereafter the better for that influence, that a happy and peaceful life would be crowned by a sudden and painless death. No one who knew him doubted his conscientious sincerity and earnestness, yet there were those who were wont to regard him as a self-interested schemer who would sacrifice his friends to his ambitions. However, those closely associated with him know this to be false and appreciate the many sacrifices he made in their behalf.

George A. Grastorf was born at Westville, N. Y., about 51 years ago. He was taken ill Friday noon, June

17, and passed away Tuesday evening, June 21. Funeral services were held at the Presbyterian church, of which he was a member, Friday afternoon, June 24, and the service at the cemetery was conducted by the Metropolitan Masonic Lodge. The funeral was largely attended, delegations of manufacturers and operators being present from several cities.

And so I see him last as I saw him first, always busy, ever planning, faithfully striving and actually accomplishing things—not for selfish gain but that the industry might profit. George Grastorf's body was interred on a hill in beautiful Mount Emblem Cemetery, just west of the city, where his labors brought joy in accomplishing. And now away from the noise of the city and the cares of life the setting sun will cast its failing rays over the spot where friends and loved ones gathered to honor him who in life had been his friend.

•

Ford plant in Detroit puts more men to work which means better business for operators in that section.

## Vend-Rite Systems of Chicago Offers Two New Winners

The Vend-Rite Systems, 75 East Wacker Drive, Chicago, Ill., have blasted old man depression to pieces and have paved the way to success for live-wire operators. Right at a time when the merchandise coin machine industry needed a real savior, this reliable and well known firm drew the curtains aside and presented two real vendors that have proven real winners. There is no question as to the demand for these two outstanding creations offering such an elite and appreciative service to Miss America. The fact that these two machines are being so well received is not a surprise at all to the creative minds of the Vend-Rite Systems. They looked ahead, made expensive investigations and research work before making and perfecting the machines. Theirs were not just a fly-by-night, hit-or-miss idea to sell a few hundred machines, but their every thought and activity centered upon durability in product, service and earnings.

One of these winners is the Dain-Tee sanitary belt vendor. This product has won high favor with American women, the product itself launching first into favor at Hollywood, Cal., and soon swept its way eastward until it has covered the U. S. A. The belt is made of soft cotton tape, easily adjustable to perfect position; does not bind; holds napkin securely. A real product that can now be cashed in on by operators everywhere.

The other offering is a knock-out that will surely collect the dimes. It is the famous Tri-Velva Face Cleanser. For a dime an attractive bottle of three-minute facial cleanser is vended and Miss America can keep her dates and appointments on time and at the same time look her best. Tri-Velva cleanser astringent and powder base all in one.

Thousands of locations are waiting for these two twins with their attractive offerings. Automatic merchandising is coming back, get in on the ground floor with these winners.


# OPERATORS!

## HERE ARE TWO BRAND NEW MACHINES

### The Vend-Rite Systems' Twins

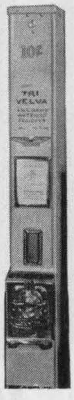
### DAIN-TEE Sanitary Belt

Dain-Tee is an attractive machine vending the famous Dain-Tee, Non-Elastic, comfortable, invisible and perfect fitting adjustable sanitary belt. The belt is made of soft cotton tape, easily adjustable to perfect positions, and sells for 10c. This machine will find a ready welcome and plenty of patronage in hundreds of locations including rest rooms, telephone exchanges, factory rest rooms, ladies' public rest rooms in office buildings, parks, shows, theaters and many other places. A route of these high class machines will assure operators of a steady, year-around income.

REMEMBER—This is a brand new machine with many outstanding features that operators will appreciate.

### TRI-VELVA Face Cleanser

Tri-Velva Face Cleanser is the co-partner of the famous Dain-Tee. This machine is also very unique and attractive. It vends for 10c an attractive bottle of face cleanser. Astringent and Powder Base all in one. Just the thing for offices or any place where women and girls work, as well as thousands of public locations. Ladies caught in the rain, engagements to be filled without first going home. Just think of the many possibilities for such a vendor. Ladies do not carry face cleanser with them. This machine offering this service has been received with a cry of welcome. Operators, this is your opportunity, a gold mine for you but you must act now. Be the first, get the good spots before the other fellow beats you to them.



**Write Today for Further Information**

# Vend-Rite Systems

**Dept. W. 1512, 75 E. Wacker Drive** **Chicago, Ill.**

## Bally Manufacturing Co. Makes Plans

Asked about his plans for the fall and winter, Ray T. Maloney, president of the Bally Manufacturing Company, replied, "The public wants something different—absolutely different—in the way of pin games, and it's our job to give the public what it wants."

Then he took us out to the factory where, besides the regular output of Ballyhoo, Ballyround, Screwy, and Three-Ring Circus, production is now in full swing on the newest Bally game.

It's Goofy—that's its name and that's exactly what it is—goofy!

The playing field of Goofy is different than that of any game yet placed on the market. Instead of a jungle of metal pins, nineteen resilient wooden pegs are used. These pegs impart to the ball a peculiar action that greatly adds to the suspense. Another novel feature of Goofy is a series of five scoring pockets in a row, each guarded by a free-swinging one-way gate. To score any one of these pockets it is necessary to get the ball by one or more gates without tilting the next gate. This one-way idea ought to prove a strong play-compeller.

The bally hole, made famous by Ballyhoo is used in Goofy—but used in a new way. It is absolutely unguarded and thus is a powerful incentive to continuous play.

Probably the most fascinating and thrilling scoring-hole on the entire Goofy field is the 1000-hole. The approach to this hole is a slightly inclined wire track. A well-timed stroke brings the ball to the point where this track rises out of the surface of the field; the ball then rolls neatly up this track and drops into the 1000-hole.

The Goofy field provides 18 scoring holes, including the bally hole, two free-play holes and one out-hole. The field is a rich velvety black with a modernistic design in red, yellow, orange, green, blue, silver and gold.

Goofy is being launched with the co-operation of the most complete line-up of jobbers and distributors ever known to pin-game history. Jim Buckley, Bally sales manager, is now busy putting the finishing touches on the efficient and far-flung marketing organization that he perfected during his recent visits to jobbers and distributors in various parts of the country.

Backing up the efforts of Bally distributors is a spectacular advertising campaign, which, for size and scope, as well as for color and bril-


# REAL CASH WAITING HERE

**50,000 Locations NOW Waiting For**

# Miles-Hi

**GUM VENDORS**

**MILES-HI**
**Gum Vender**

**You Buy the Gum We Furnish the Machine—**

**Absolutely**

**FREE**

Our gum is manufactured by the largest manufacturer of gum in the world.

Be first in your territory. Get the cream of the locations with this new Miles plan.

You take no risk. Your investment fully protected by merchandise which will return what you put into it. Gum for refills will net you over 100 per cent.

**5,000 packets Miles-Hi Gum and one Wall type machine FREE, all for $48.50—one-third cash with oder, balance C. O. D.**

**Grey Iron Pedestal Stand in black enamel, $7.00 extra.**

**Prices F.O.B. Chicago**

Miles-Hi machines are built like a battleship. They keep gum fresh, and are always ready to serve the customer. All territories open. No franchises to buy. Get started today.

## Miles Autostack Vending Co.

**Dept. A.W., 3946 North Damen Avenue**

**CHICAGO, ILL.**

**The Northwestern PENNY Merchandiser**

**Not only vends ALL Products It Sells Them**

If you want big profits that are permanent year in and year out, try this Merchandiser before you buy any machine. Write for details today!

**THE NORTHWESTERN CORPORATION**

**910 Armstrong St. Morris, Ill.**

liance, exceeds anything ever attempted in the pin-game industry. The men who put over Ballyhoo with their sensational merchandising feats—Ray Maloney, Jim Buckley and Pat Millete, Bally production manager—are again joining forces to push Goofy to even greater success than that of Ballyhoo. They are assisted by Herb B. Jones, new Bally advertising manager, and Dan Hubbard, nationally known expert in coin-machine merchandising, who has been called in as a special consultant.

With a team of this caliber concentrating on making Goofy the headliner of the season, it is easy to see why the entire Bally organization is on its toes and all set for a mighty busy season.

## Denver News Letter

By L. S. FLINT

Denver, Colo.—The alleged killing by George Myers, Denver druggist, of a younthful bandit who attempted to steal a mint vending machine from the Myers store at East Twenty-second avenue and Downing street, is believed to have been indirectly responsible for a series of coin machine raids conducted late in August by the Denver police.

Widespread publicity given the attempted holdup and subsequent killing drew a great deal of attention to the mint vending machines in general which is thought to have incited protests against their continued operation in numerous districts.

* * *

Don Cotton, who has this summer been operating a penny arcade in Manitou, a suburb of Colorado Springs, plans to open a combined arcade and shooting gallery this winter in the downtown section of Colorado Springs.

* * *

J. W. Hunter, owner of the Wonderland Penny Arcade in Denver, has completed construction of a new type of miniature bowling alley known as Bowlo. At present he is running it without a slot, but plans to make it a penny coin machine in the near future. It measures eight feet by twelve feet. Hunter has sold four of the new units and is considering putting them on the market.

Hunter proposes a chip consisting of a narrow ring with a large hole in the center as a solution to the increasingly difficult "slugging" problem. "If the pin was set, all chips from other establishments and slugs would be thrown back into the cash box," Hunter said.

Penny machines and athletic equipment continue the best business producers in arcades throughout this territory.


**DISTRIBUTORS**

Sell Prophylactics, Rubber Goods, Texide and Liquid Latex. Build profitable business. Write for New Price List.

**Beautiful Three-colored Card, 42 Five-Cent Packs Aspirin—40c Per Card**
**One Card Free with Fifteen Cards—Two Free with Twenty-five Cards**

**LOUISVILLE RUBBER SUNDRIES**
**551 South Second Street—Box 938 Louisville, Ky.**

**SIZE**
Width 14½
Depth 19½
Height 19½

**PRICE**
Sample $19.00
Lots of 5 $18.50
Lots of 10 $18.00

# THE STEEPLECHASE

Now leading the field in sustained earnings—$35.10 in six hours —$28.65 in eight hours reported in letter from operators fortunate enough to secure first machines.

Operated as straight penny amusement machine or as trade stimulator on nickel, dime and quarter play. Legal everywhere.

Steeplechase is easy to locate—take up small space—not necessary to displace someone's pin game.

Sold on 7-day free trial guarantee with purchase price refunded without question if not satisfied.

**Be First in Your Territory—Act Quick**

**Automatic Amusement Co.**

**683 Linden Ave. Memphis, Tenn.**

WE ARE IN THE MARKET FOR USED PINBOARD GAMES.
WRITE US WHAT YOU HAVE.

# Dallas Novelty Sales Company, Inc. Launch Out With All-American Twin

## This New Incorporation of Dallas, Texas, has years of Experience in Making Coin Machines

Coming onto the stage with a "bang" right in the midst of the fall and winter buying season is the Dallas Novelty Sales Co., Inc., of Dallas, Texas.

This new organization is headed by Mr. Otto Coerver who gave the industry one of its first and outstanding pin games known as the Hi-Low and distributed by the Dallas Novelty Company. Following in the tracks of the Hi-Low, Sr., came the Hi-Low, Jr., a machine for counters that swept the country off its feet. However, before introducing his famous Hi-Low machines in 1930, Mr. Coerver stunned operators with his artful production of miniature pool tables. His years of experience as a famous cabinet, showcase and fixture producer linked with years of coin machine experience places him on the pedestal as one of America's leading coin machine manufacturers.

Right now, just as the big season is getting well under way, this master mind draws back the curtain and amazes us all with his offering of the All-American Twin double game pin table. Incorporated into this piece of money making equipment is Otto Coerver's whole heart and soul. He kept the operator in mind with every move and now offers them a real double and dependable pin game that certainly appeals.

Other officers of the firm are Harry Turner who is the sales manager and a man of some twenty years experience in operating, distributing and making coin machines. Harry is well known among operators of America and requests that all his old friends and pals write him for first hand information.

Robert O'Rourke is vice-president and J. W. Davis is secretary and treasurer.

The company has already been granted their incorporation authority from the state of Texas, full and complete.

For full and complete details on their All-American Twin see their full page display ad in this issue, then write or wire them at once or better still place your order. Their price for a sample machine is only $24.75. They want reliable jobbers from all parts of America to handle this product.

Salted
PEANUTS
NEW CROP
Send for Samples

Quality Salted Peanuts for the vending trade desiring the highest quality that can be made into salted nuts.

Many years of experience in making Salted Nuts especially suited for venders' needs.

Our prices always lowest, quality and repeat business considered, and lower now than ever before.

Write for our prices and samples.

Ball Nut Company
307 S. Beckley Ave.
DALLAS, TEXAS

Hurry - Now - Hurry
Biggest Hit of the Age

Vend rubber prophylactics—for prevention of disease. Install machines in gent's rest rooms, Hotels, Theatres, Clubs, Service Stations, etc.

400 PER CENT PROFIT

10c and 25c machines; also full medical products line, Aspirin vendors, and sanitary pad machines. Lowest Price—Greater Utility—Staple Business.

WRITE—FULL DETAILS—WIRE

Medical Products Sales Co.
159 N. State Street—Chicago, Illinois

### SKILGAMES TAKES OVER OWN DISTRIBUTION

Skilgames, Inc., Alliance, Ohio, manufacturers of Whirlpool Senior and Junior, have taken over the sales and service of all their products, formerly sold by The Whirlpool Sales Agency, Inc., of Youngstown, Ohio.

Because of their remarkable success these machines will be continued throughout the coming season and two new models are to be added to the present line, announcement of these to be made in the near future.

O. K. Morgan, formerly with Silver-Marshall, Inc., of Chicago, has been named sales manager and all business will be carried on from the main office and factory at Alliance, Ohio, according to R. F. Doyle, president of the company.

### NORTHWESTERN CORPORATION

Again the Northwestern Corporation of Morris, Ill., have lined up an advertising schedule with AUTOMATIC WORLD and their advertising will appear in this journal for some time.

The Northwestern Corp. is one of America's leading makers of coin operated merchandising machines, reliable, dependable and we are proud to have them appearing in our advertising columns.

# AMERICA'S GONNA GO

# GOOFY!

Here it is! The greatest game of them all —GOOFY! It's different—revolutionary! It's packed with surprises and suspense. With all the color, flash, and speed of a skyrocket, GOOFY attracts the crowds and holds them glued to the spot. It is breaking records right now—reviving dead locations and pulling in profits by the peck.

GOOFY is a Bally game—**plus!** Finger-tip control plunger . . . cheat-proof coin slide . . . pick-proof cash-door lock . . . sturdy and handsome walnut finish cabinet work—all the famous Bally-built features are included in GOOFY. And the playing field is more brilliantly colorful than that of any game ever placed on the market. You can't begin to appreciate the mighty money-making power of GOOFY till you've played it yourself and experienced the thrills that are delivered with every shot. Then you'll see why the wires are humming with orders for GOOFY.

**1c or 5c Play**

Get in touch with your jobber at once. He can give you prompt delivery now. **But don't delay.** Although the Bally factory is working to capacity, orders are piling up fast. Don't take a chance at delays and disappointments. America's going goofy over GOOFY! So get in touch with us—right now!

**Sample Machine**

**$19.25**

| | |
|---|---|
| Lots of 5, Each | $18.25 |
| Lots of 10 or more, Each | $17.25 |
| DeLuxe Wood Stands, ea. | $ 3.00 |
| Metal Stands, Each | $ 2.00 |

**Prices Include FEDERAL TAX**

## Automatic Amusement Co.

Southern Distributors for Bally Mfg. Co.

**683 Linden Ave.** **Memphis, Tenn.**

## Prominent Southern Distributors

The Automatic Amusement Company of 683-5 Linden avenue, Memphis, Tenn., have launched into the spotlight of leadership as distributors and jobbers of the great and massive Southern territory. This firm is headed by reliable and experienced coin machine men capable of assisting the operator in making more money.

This firm is the Southern distributor for the Goofy and Steeplechase machines as well as other coin operated amusement machines. They are prepared to make immediate deliveries from large stocks carried on hands at all times. For real quick service in the Southern territory the Automatic Amusement Co. is hard to beat. All of their machines are sold on money-back guarantee privileges which enables operators to buy in safety.

See their display ads in this issue and if your name is not on their list, get in touch with them at once. For promptness and recognition mention AUTOMATIC WORLD.


*Look What You Get for*

**$1**

**Automatic World for 15 Months**

Yes, Sir! Fifteen big issues including the big special Christmas and Coin Machine Exhibition numbers. Good features, plenty of news of the coin machine industry and all the latest messages on the new machines. During the next few months many new machines and products will be offered to operators. Read about them in AUTOMATIC WORLD.

REMEMBER, AUTOMATIC WORLD IS THE SECOND OLDEST INDEPENDENT COIN MACHINE JOURNAL IN AMERICA. WE KNOW THE FIELD, THE OPERATORS NEEDS AND WE KNOW COIN MACHINE OPERATION. WE ARE NO "FIRST OF MAY" PRODUCTS. SUBSCRIBE NOW AND READ THE PAPER THAT IS REALLY CAPABLE OF GIVING YOU REAL AND PRACTICAL FACTS REGARDING THE OPERATING OF MACHINES THAT ARE COIN OPERATED.

**USE THE COUPON BELOW. SEND CHECK, DOLLAR BILL OR STAMPS. .THIS OFFER IS LIMITED—SEND TODAY.**

AUTOMATIC WORLD,
120 St. Louis Ave.,
Fort Worth, Texas.

Send AUTOMATIC WORLD to me for 15 months.
I enclose $1.00.

Name .....

Street or P. O. Box.....

City .....State .....

Operator ( ) Jobber ( ) Manufacturer ( )


## Sheffler Bros. Buy New Business Home in Los Angeles

Sheffler Bros., manufacturers of coin operated machines and themselves perhaps the largest operators on the Pacific Coast, have purchased a new business home at 1823 South Hope avenue, Los Angeles, and are moving all of their activities into it.

The new home is a three-story building with 8,000 square feet of floor space and gives the firm practically three times the area before in use.

The general offices are on the second floor as are also the experimental engineering department and the sales display room. The first floor when all arranged, will be used for the heavier manufacturing machinery.

The vending machine department formerly at 215 West Fifteenth street, and the coin-operated department, formerly at 726 East Washington street, have been moved into the new business home, thus consolidating the business under one roof.

As operators this firm is represented on six continents and has about 15,000 machines on locations.

●

## New Advertising Manager for Bally

"I have been a newspaperman, writer of fiction and special articles, tradepaper editor and an advertising writer and publicity man for a wide variety of products, but I am havign more fun writing advertising copy for the Bally Mfg. Co. than any job I ever tackled—especially on the wonderful game of Goofy," said Herb B. Jones, Bally's new advertising manager.

Mr. Jones comes to the Bally Mfg. Co. with his sleeves rolled up and is digging in, telling real facts about the Bally games. When a man has real products to write advertising copy on, it's fun. Every advertising manager likes to write about a worthy product and this feature is certainly in evidence for Mr. Jones with Bally.

### WE LOVE TO SERVE

This little short message reached us last week. It shows that we are serving and doing our part in the coin machine industry: "Located Busto machine through courtesy your paper." That's fine, always glad to help. That's us.

### PIN GAME OPERATORS

Pin game operators should take advantage of the big trade stimulator offered by the Harlich Mfg. Co. of 1403-05 W. Jackson Blvd., Chicago, Ill. This firm has produced a marvelous, red hot, brand new, nothing like it attachment that will certainly do the work. Write them today, asking for full information.

●

## Miles Autostack Makes Attractive Offer

The Miles Autostack Company of Chicago, Ill., are making a very attractive offer to operators. If the operators will buy the gum they will furnish the beautiful and attractive Miles-Hi gum vender absolutely free. This is certainly an attractive offer and one that, no doubt, will be appreciated by many operators. The gum is made by the largest gum manufacturer in America and the quality is the best. The machine is outstanding in attractiveness and is always welcome in any location. The construction is of the highest type and is made for protecting the goods in the machine and at the same time offer an appeal to the buying public.

Operators should get in touch with this firm and have full information sent them. See their ad in this issue.

●

## Who Has This Baseball Game?

Automatic World,
Fort Worth, Texas.
Dear Sirs :

I am in need of some information and believe that you can give this to me.

Could you give me the address of where I can get some of those automatic baseball games and also where I can get the one that is known as the "Flash" game. This last one flashes a certain color light when a certain ball goes in a certain pocket.

As I understand it, both games are well known in the East and South.

I want to tell you that I look forward to each issue of your very interesting magazine. To tell the truth, I could not get along without it.

Once before you mentioned in your magazine that I was hunting the good spots in Oregon. At that time you mis-spelled my last name. At the present time I have out over 100 machines and still hunting spots and finding them because I have about 25 different kinds of machines and therefore it is not hard to get a new machine in.

I would appreciate it very much if you can give me this information.

HARVEY T. STATZER,
865 Willalette street, Eugene, Ore.

●

### EDWELLS TRICK & NOVELTY COMPANY

One of the South's largest dealers in tricks, jokes and novelties is the Edwells Trick & Novelty Co., of Macon, Ga. This firm furnishes many operators with prizes and premiums for salesboards, etc. Any kind of novelty an operator wants he can secure it from this firm. If it is "red hot" novelties you need, get in touch with this firm at once. See their ad in classifieds.


# Operators Attention!--Open Your Eyes!!!

**Save 25% to 50% on all Coin Operated Slot Machines For Next 30 Days**

**Manufacturer of the largest line of coin operated machines made in America who does not usually advertise in trade journals, selling principally to the jobber and wholesaler, will give special prices for the next 30 days.**

**Line includes pin Boards of all kinds—Small Venders—Bells—Mint Venders—Jak-Pot Bells—Mint Venders with Jak-Pots—Penny Weighing Scales—Accessories—Practically every line made.**

**For Special Price List and Terms Address Post Card or Letter to**

**H. D. THE AUTOMATIC WORLD**
**120 St. Louis Avenue,**
**FORT WORTH, TEXAS**

# Want Ads

**2 Cents a Word -:- -:- -:- Cash With Copy**

**USED MACHINES FOR SALE OR EXCHANGE**

This section is arranged for the sale and exchange of used machines. The rate is 2c per word, cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

FOR SALE—FOR IMMEDIATE DISPOSAL—Machines in perfect condition. Large scientific golf, like new, bargain, $25. 7 wooden Mutoscopes, with reels, $10 each. 8 Rosenfield Drops, nicely finished, $10. 1 Roovers Name Plate, 5c-slot, with two reels tape, $20. 1 Push-Pull Strength Test, $10. 1 Happy-Home, on pedestal, $15. 3 Mills Lifters, $10. 1 Smiling Joe, $7.50. 3 Baseball Machines, $2. 2 Mills Wizards, $1. 3 Erie Diggers, floor model, 5c-slot, $30. 2 A.B.T. Targets, $5. 2 Big Game Hunters, $6.50. 1 Pencil Printing Machine, heavy iron base, $22.50. 1 Benedict Perfume Machine, $22.50. 2 Planet Pin Tables, with stand, $7.50. 2Bingos, with stands, $6.50. 1 Baffle Ball, $8. 1 large Tower Grip Test, with lights, $25. 2 Mills Scales, $15. 1 Lindy Striker, with gum attachment, $6. 1 Miniature Bowling Alley, with gum attachment, $7.50 Majestic Amusements of New London, Inc., New London, Conn.

RED HOT FAST SELLING NOVELTIES—AUTO Whiz Bombs, it shoots, whistles and smokes. Dozen $2. Pluto Drinkers, Sand Running Cards; dozen 85c. My Party, Your Party—Donkey and Elephant—spinning novelty, metal; dozen 80c. Oui Oui, French water baby with nipple; dozen $2. Racket Letter 25c dozen. Early Bird Catches the Worm, China novelty; dozen $1. Hot Stuff Joke Book; dozen 60c. Roosevelt for Repeal and Prosperity Auto Plates; 100, $9. Shooting Books; dozen, $1.10. Wobbly Match Box; dozen, 90c. Samples of above and list of latest novelty, $2. Edwells Novelty Co., 320 Second Street, Macon, Ga.

A.B.T. SHARP SHOOTERS $7.95; A.B.T. BIG GAME Hunters $7.95; Gyros $7.95; Puritan Baby Venders $7.95; Baffle Balls $7.95; Advance Vitascopes $7.95; Play-Boys $7.95; Mills Reserve Jackpot Front Venders $37.50; Mills Silent Venders $75; Honest Johns $12.45; Brownie Pools $4.95; Peo Basket Balls 90c; Atlas Baseballs $4.95. Good locks, good paint, good mechanical condition. M. T. Daniels, 1029 University, Wichita, Kansas.

DRILLED BALL GUM—3 SETS FOR $8.50, SINGLE, $3.00 set; 1200 to a set. The only original and genuine Race Horse, Baseball and Numbered Sets having serial numbers for your protection. Beware of imitation sets having tickets printed by hand and without serial numbers. We have no branches. We do not operate under any other name in Louisville or elsewhere. Be sure to address all orders to Southern Automatic Sales Co., 542 Second Street, Louisville, Ky. Wanted: 5c E. Z. Ball Machines.

FOR SALE—TWO NO. 42 WATLING JACKPOT FRONT Venders, late serials. Two Jennings Side Vender Jackpots, late serial. One Watling 25c Jackpot Bell, same as new, your choice, $37.50 each; $175.00 for the lot. If you want good machines, buy these. Only reason for selling, Mississippi $300 tax. No trades. G. C. Carlisle, Box 53, Okolona, Miss.

ASTOUNDING BARGAINS!—5 BAFFLE BALL WITH stands, $5 each; 7 Ballyhoo, with stands, $7.50 each; 10 Indoor Striker Gum Vendors, $5 each; 15 Scoop Toy and Candy Vendors (windmill type), $15 each with stands; 5 Columbus 5c Ball Gum Vendors, $3.50 each; 2 A.B.T. Target Billiard Tables, $10 each. Satisfaction guaranteed. Robbins Company, 1141 W. DeKalb Ave., Brooklyn, N. Y.

WANTED—JOBBERS IN THE UNITED STATES TO sell the Tom Thumb Stores Selective Candy Vending Machine. Write General Sales and Products Corporation, Dept. C, Cohoes, N. Y.

FOR SALE—30 BAFFLE BALLS, $4.95 EACH, STEEL stand $1.25 extra. 10 Jostle Tables, $12.50. 25 El-Bumpo, $14.50. 10 Keen-Ball, $47.50. 50 Bat-a-Ball, $1.95. 50 Boop-a-Doop, $1.75. 30 Master Toy and Candy Venders, chromium cabinet, $3.75. All machines work perfect and look new. One-third deposit, balance C. O. D. Keystone Vending Co., Box 41, Johnstown, Penn.

ASTONISHING BARGAINS!—Baffle Ball, stand, $5 each. Bingos, atsnd $4.50 each. Playboy, stand $5.00 each. Ballyhoos, stand, $7.50 each. Ace Highs, stand, $7.50 each. Silver Runway, stand, $6 each. Home Runs, stand, $7.50 each. Genuine Hi-Ball with wooden stand, $16.50. Watling, complete, slightly used, $18.50. Slot Machines of all types at lowest prices. Write. Send for low price list on new Pin Games. Coin Operated Machine Company, 213 West 125th St., New York City.

FOR SALE—JENNINGS 25c STRAIGHT MONEY Machines, serial numbers 56,000 or better. 25c Mills straight money machines, serial number 150,000 or better. Price $17.50 each. Also Mills 5c Jackpot Fronts, serial number 190,000 or better, price $40. One Mills Side Vender Jackpot $30. Majestic Target Machines, excellent shape, $7.50 each. Used Play Boys $5 each. Almost new Baffle Ball Machines $7.50 each. Emgee Sales Co., 1108 Main Street, Dallas, Texas.

FOR SALE—25 THREE-RING CIRCUS MACHINES, $14.50 each—lots of ten $13.50 each. 22 Five Star Finals, $14—lots of ten $13.50 each. Above machines positively good as new. None used over two weeks. 25 Baffle Balls $6 each. 15 Bingo Planets $5 each. 25 Ballyhoos $8.50 each. 2 Mills Troubadore Victrolas, both for $350.00. 1 American Sales Victrola $75. Or would exchange for good Iron Claws or Penny—Jacks. One-third deposit. N. M. Welch, 1500 Seventh Street, Parkersburg, West Virginia.

OPERATORS—50 BALL GUM MACHINES IN A-1 shape at $2.50. Ninety Gottlieb Grip Testers, $3.00 each. One Lark Poker Machine, 1c, 5c or 10c play, $6.00. Two Baseball, $3.50 each. Lots of others. We buy, exchange, repair and refinish all makes of machines. Also carry in stock Ball Gum, Peanuts, Globes, etc., at lowest prices—Lightfoot Vending Machine Co., 2635 South Vermon, Los Angeles, Cal.

SEND $10.50 CHECK FOR MAILING LIST 3400 Operators and jobbers coin machines. List guaranteed 90 per cent correct. Sell 15 Jennings nickel Jackpot Side Venders, serial 75,000, $22.50 each. Gottlieb Baseballs, Peo Whirlwinds, Gottlieb and Edwards Grippers, $2.50 each. Mills nickel reward Bag Puncher, year old, $45. EKV Machine Co., Pikeville, Ky.

BARGAINS—MILLS 5c BASEBALL VENDERS, $25; Mills 5c Original Side Jackpot Venders, high serials, $25; Whiz Bangs, $6.50; Ballyhoo, $6.50; Baffle Ball, $4.50; Bingo, $2.50. All machines guaranteed good condition. Get our prices on other machines. One-third cash deposit. H. & D. Sales Company, Knoxville, Tenn.

BARGAINS — BINGOS $3.75; BAFFLES, LUCKY Strikes $4.75; Playboys $5.75; King Pins (5c) $14; Ballyround with legs, Rainbo or Skidoo, $11; Boop-a-Doop Spiral Machines $2. Also Goofy, Cloverleaf, Jumble Ball and other latest machines in stock. Write for price list and circulars. Automatic Games Co., 411 Eastern Avenue, Toledo, Ohio.

RELIABLE OPERATOR HAS 600 GOOD LOCATIONS in territory of Eastern Pennsylvania and Southern New Jersey. Honest and dependable. Spots suitable for pin games, jackpots, five cents and penny play. Write L. R. J., care Automatic World.

OPERATORS AND JOBBERS, HERE IS YOUR chance to purchase clean, up-to-date coin operated machines of all descriptions, practically at your own price. Send us a 3c stamp requesting our list and at the same time state what type machines and how many you can use. Skill Automatic Mfg. Co., 1922 Freeman Ave., Cincinnati, Ohio.

WE BUY, TRADE AND SELL ALL KINDS OF MAchines. Pin Game Score Cards, 65c per 100 prepaid. Viking Specialty Co., 632 Polk St., San Francisco.

SEND STAMP FOR LIST OF USED MACHINES. Get on our mailing list. You save money on machines and supplies. Goodbody, 1826 East Main, Rochester, N. Y. 10-33

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

WANTED—SOME 50c AND $1 BELLS OR JACKPOTS. Also Penny Jackpots and antique money machines. L. D. Leighton, Box 103 Newport, Oregon.

CIRCUS REPLACEMENT BOARDS COMPLETE WITH back sign holder, reward card and slide board for Ballyhoo, Favorite, Little Joe, Five Star, Screwy, O'Yeah, Baffle Ball and all similar games. Specify game. Rubber jacket pins, rich walnut finish. $3.65 each. Brunswick Mfg. Co., 4027 N. Crawford Ave., Chicago.

FOR SALE—BARGAIN—10 EAT 'EM HOT (NICKEL) Peanut Vending Machines, electrically operated, with attractive flash signal. Six machines used less than two months. E. W. Longnecker, 2315 West Third Street, Dayton, Ohio.

WRITE FOR OUR LIST SHOWING LOWEST PRICES on all new, and hundreds of used machines. Pin Games, Amusement Games, Slot Machines. Lower than factory prices. Coin Operated Machine Company, 213 West 125th Street, New York City.

RAZOR BLADES—TREET RAZOR BLADES (GEM style). Card of 25 packs, $1.25 per card. Louisville Rubber Sundries, 551 South Second Street, Louisville, Kentucky.

WANTED—PENNY KINGS IN FIRST CLASS CONDITION. Let us have details and lowest prices. Penny Sales Co., 116 East 15th Street, Fort Worth, Texas.

WANTED—SOME 50c AND $1 BELLS OR JACKPOTS. Also jackpots and antique money machines. L. D. Leighton, Box 103, Newport, Oregon.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

1,000 WRIGLEY GUM MACHINES $3.00 EACH. GOOD condition. Yu-Chu Co., 9 Broadway, Newark, N. J.

BARGAINS—MILLS 5c BASEBALL VENDERS, $25; Mills 5c Original Side Jackpot Venders high serials $25; Whiz-Bangs $7.50; Ballyhoo $7.50; Baffle Ball $5.50; Bingo $4.50. All machines guaranteed good condition. Get our prices on other machines. One-third cash deposit. H. & D. Sales Company, Knoxville, Tennessee.

MAKE EXTRA MONEY BY PLACING A FEW HYdraulic Grip Testers on your route. Small counter size, easy to handle and service. Good penny getters anywhere. One hundred to sell at $3.50 each. Guaranteed good condition and appearance. Dollar deposit per machine. P. H. Kennedy, Wright City, Mo.

NEW LOW PRICES ON GOOD USED MACHINES—Ballyhoo, Skidoo, Big Shot, Epsom Downs, Ballyround, Figure 8, Favorite, Play Golf, Playboy, Hi-Lo, Game Hunter, Indoor Strikers, Baffle Ball, Daisy, Shooting-Star, Buster Ball, Midget Hi-Ball, Planet, Hit the Deck. Send for prices. Novelty Sales Service, 302 Wooster Ave., Akron, Ohio.

FOR SALE—TARGET SKILL $8; MINIATURE BASEball $4; Nestles Chocolate Vendor $10, almost new; new Rubber Prophylactic Machines, filled, $15; supplies, 3 in box at $2.50 per gross. Ficky Products, Childress at Bancroft, St. Louis.

CASH FOR YOUR MACHINES. WHAT HAVE YOU to sell. We want games, vendors, bells. Give full details and lowest prices. Will trade if desired. Illinois Vending Co., 44-46 North Washtenaw Ave., Chicago, Ill.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

VEEDER-ROOT REGISTERS (FIFTEEN), FOR SALE at 50c each. These have been used but are in first class condition. Tom Murray, P. O. Box 765, Fort Worth, Texas.

RAZOR BLADES — LIBERTY, SHAVE-ZEE AND Speedway Blades; per card of 24 10c packs, $1 per card. Louisville Rubber Sundries, 551 South Second Street, Louisville, Kentucky.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

FOR SALE—10 CHESTER-POLLARD FOOTBALL Games; 16 Chester-Pollard Golf Games; 3 K. O. Fighters; all in good condition. We need the space. Special price $17.50 each, one or all. F.O.B. Atlanta, Ga. One-half deposit, balance C.O.D. Watt Novelty Co., 53½ Fairlie St, Atlanta, Ga.

NEW PENNY DICE MACHINE—SMALL, BUT GETS the pennies. Send for circular. Roche Novelty Co., Fort Wayne, Ind. (Dec.)

OPERATORS—Get STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

BIG BARGAIN—ONE MUTOSCOPE LIKE NEW three good reels. Four A.B.T. Targets. Will sell all for only $25. L. P. Moake, Alto, Texas.

WANT TO TRADE FOR OR BUY TWO USED COIN operated Phonographs. What have you? H. J. McDonnell, Abita, La.

NOVELTY CHRISTMAS CARDS, SANTA CLAUS ON Jackass. Many other new ones—$1.50 per 100; $10 per 1,000, assorted. Edwells Novelty Co., 320 Second St., Macon, Georgia.

FIVE-CENT ASPIRIN CARDS—ASPIRIN CARDS, beautiful three-colored card. 40c per card, 2 cards free with 25 cards. Louisville Rubber Sundries, 551 South Second Street, Louisville, Kentucky.

FOR TRADE — THREE MILLS, ONE SEEBURG Phonographs for one phonograph for four Front Venders of late serial numbers or two Silents, two Watling Twins or two Jennings Victorias. Address Box 82, Plainview, Texas.

## November Issue Out on Time

Don't forget, November issue of AUTOMATIC WORLD will be out right on the "dot." If space is desired in this issue your copy and cuts MUST be in our hands not later than October 20th.

We desire to be in the mails on time each month and ask our advertisers' co-operation along this line.

November will be another big month. In fact, November is really the big buying month of the year, so don't miss this number.

# THE NEW PURITAN BABY VENDER

## A HANDSOME, STURDY MACHINE

Entire Mechanism Guaranteed for 2 Years—Has all the thrills of a $75.00 Slot Machine—none of its objectionable features and at a fraction of its cost. 4 Machines in 1—plays pennies, nickels, dimes and quarters through same slot.

**Penny Gum Vending Feature Makes It Legal Everywhere!**

**Order a Sample at the Jobbers Price**

**$12.50**

IN LOTS OF TEN—$11.00 EACH
Plus 10 Per Cent Excise Tax

**As a dependable, steady source of income there is nothing like it!**

Terms—One-third Deposit, Balance C. O. D., F. O. B. Chicago, Ill.

Accommodation Prices on Highest Quality
**Ball Gum**

**$11.50**
Per Case
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Freight Prepaid

Smaller Quantities
$1.50 per 1,000
F. O. B. Chicago
**Cash With Order Only**

# Douglis Machine Co.

**118 South Wells Street** **Chicago, Ill.**

Start the Winter Season With the New Sensational

# All-American Twin

## THE NEWEST CREATION IN PIN GAMES
## 10 MARBLES IN EACH FIELD

**Price**
**$24.75**

Including Tax

F.O.B. Dallas

1-3 Deposit

Bal. C. O. D.

Figure Eight Face
or
3-Ring Face
or
Combination 1 Face Each Side

Built Right

Works Right

Priced Right

Single Coin Chute
or
Double Coin Chute

**Paramount Features:**

No. 1
Finger Tip Ball Lift—Most Sensitive Lift on the market—Non-clogging.

No. 2
Sensitive Soft Spring Plunger.

No. 3
A.B.T. Cheat-Proof Coin Chutes.

No. 4
Interchangeable Playing Board, can be changed in 10 minutes.

No. 5
Beautiful Hardwood walnut finished cabinet.

No. 6
Ball Plunger on right side of player.

No. 7
Figure Eight Playing Boards or 3-Ring Playing Boards, or Combination 1 Board each side.

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WE ARE THE SOUTHWEST'S LEADING MANUFACTURER OF QUALITY COIN-CONTROLLED MACHINES

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Complete Line of Best Money Making Amusement Machines



**ADVANCE VENDING MACHINES**

More Than 100 Models
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**Flatbush Gum Co., Inc.**
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**Ball Gum, Stick Gum, Vending Machine Confections, Etc.**


**ACE MANUFACTURING COMPANY TAKEN OVER BY W. J. C.**

The W. J. C. Vending Co., the fast growing jobbing establishment which has three wide awake branches in Bridgeport, Philadelphia, and Hillside, N. J., announces that it now has a fourth branch at Brooklyn. W. J. C. has taken over Ace Manufacturing Co., their business and manufacturing facilities and is now entering the manufacturing field in addition to continuing their distribution of tested products of other manufacturers.

# Billiard Cloth

**10 Different Grades**

**To Choose From**

**We are manufacturers of cloth only.**
**Will send samples and quote prices**
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**The Jobber is the necessary link in the coin machine industry's chain. Patronize your nearest jobber. Get acquainted with him, he can render you assistance that will spell success for your operating business.**

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Buy From Us—Save Freight

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A Complete Display of All Types of Machines.
Supplies, Parts and Repair Service

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Latest Machines—Lowest Prices

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Get on our list for all information on New Machines

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Immediate shipments on all worthwhile coin-operated machines to Southern operators at factory prices delivered your city from warehouse stocks near you. Terms 1-3 cash, ablance C. O. D.

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Prompt Service for Eastern Operators

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**These Little Ads Are Business Builders Are You Listed**

**SPRINGFIELD, MO.**
C. CHARLE & CO.
Save on delivering charges and time. Complete line of coin operated machines at factory prices, shipped from stock.—We trade.

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Largest Eastern Distributors
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Reliable Service—Established 30 Years

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Most Centrally Located Jobbers

COLUMBUS

REG. U. S. PAT. OFF. NO. 193113

# Ball Gum and Marble Vendors Always Satisfy

PLAY SAFE WITH COLUMBUS MACHINES—THEY'RE BUILT TO LAST

**Model 14**
**Vends 1-2-3**

**Model 16**
**Vends 2 Balls 1c**

**Model 17**
**Vends 1 Ball 1c**

## Interchangeable Vendor Discs

This series of Ball Gum Machines, including Model 14, Model 16, and Model 17, is designed with interchangeable vender discs. The disc used in Model 14 is No. 193. The disc in Model 16 is No. 205 and the disc in Model 17 is No. 206. These three discs are interchangeable in the same machine and are used in combination with our new agitator plate, which prevents arching and missing. These machines will take care of standard ⅝ inch ball gum or standard marbles, including 00 size and up.

The Model 14 Profit Sharing Ball Gum Vender dispenses gum at the rate of 1-2-1-2-3. Instead of vending six balls for three pennies, Model 14 vends nine balls for five pennies. By this unique arrangement you secure fifty-five pennies for every hundred balls vended instead of only 50 pennies. The Model 16 vends two balls for every penny and takes in fifty pennies for every one hundred balls vended.

The Model 17 vends one ball for each penny and takes in one hundred pennies for every one hundred balls vended.

**For Further Details Write Your Nearest Dealer**

MANUFACTURED BY

# The Columbus Vending Co.

**2005-2015 East Main Street**

**COLUMBUS, OHIO, U. S. A.**